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FRESNO CITY AND COUNTY



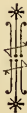
ILLUSTRATED AND DESCRIBED

PRESENTING THEIR ADVANTAGES OF


Location, Productiveness, Health, Climate, and their many other Inducements to the Investment of Capital and the Establishment of Homes and Manufacturing Industries.



Published under the auspices of the
FRESNO CHAMBER OF COMMERCE
—BY—
TRADE-IMMIGRATION PUB. CO.



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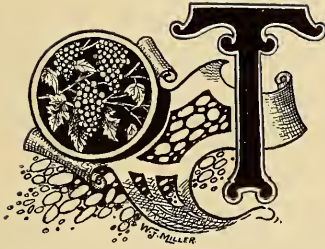




SOME OF THE PRINCIPAL FEATURES OF FRESNO COUNTY.

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By Way of Introduction.



THE purposes of this publication will suggest themselves to the reader without any introductory remarks. However, the publishers wish to state that it was not their purpose to present a historical work, or to describe and illustrate by engraving every feature of the city and county, or to give or attempt to give a detailed report of the many and varied products of the soil, as that would require a volume many times larger than it was their purpose to present. In view of a large issue, and to encourage an extensive distribution by mail to all parts of the world their purpose was to issue a work of convenient size and sufficiently illustrative and descriptive of the advantages of location, climate and productiveness to provide their readers with all necessary information as they thought would lead

to a personal investigation of the many inducements which Fresno city and county has to offer to the investment of capital, establishment of homes and manufacturing industries, and the culture of all kinds of fruits and vegetables. Through the efforts of the Chamber of Commerce as a body, its individual members, the individual members of the One Hundred Thousand Club, and the liberality of Fresno's patriotic and enterprising citizens, this work has been carefully prepared, containing a truthful statement of facts from a descriptive, statistical and illustrative standpoint. For the purpose of more forcibly impressing our readers with the correctness of our statements, we have incorporated many of our enterprises and industries by illustration and description. The engravings herein are from photographs purposely taken for this work, and are faithful portrayals of natural and architectural scenes in the city and county. Reference has been made herein to many different parties, through whom our readers may obtain further personal information respecting any matter in which they feel an interest, and we again wish to impress them with our earnestness in requesting a personal investigation of all matters of facts herein stated.

For copies of this publication address C. H. Riege, 1809 Mariposa street, Fresno, California, enclosing price, 75 cents per copy, postage prepaid.



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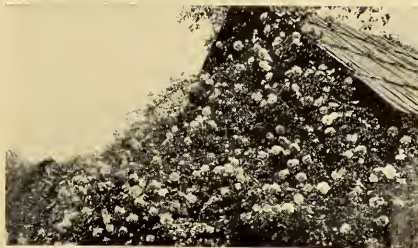
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IN the flower-clad land of the setting sun,
Where nature her noblest work has done,
Between two ranges of mountains of lofty
mein,
The rich glorious San Joaquin Valley is
seen.
For five hundred long miles she trails her way
there,
From the base of Mt. Shasta to the waters of
Lake Tulare,
And running at cross angles throughout her rich land
Are little streamlets and broad navigable rivers of
great command.



Nestling on the bosom of this fertile valley, I trow,
Is the productive county and promising city of Fresno,
Whose star is in the ascendancy, and ever more will
shed

Bright translucent rays of prosperity on her gold-
incrested head.

Thousands are her tillable acres; many her cultivated
fields,

Glowing with a golden harvest, every year making
wonderful yields.

Gold has been found in profusion, while fruits and
vegetables entwined—

A natural product of this valley—the orange, lemon
and lime.



Level and broad are her domains, embracing many
miles, where grow

Figs and grapes in plenty, and the rivulets with wine
seem to flow,

While gay-plumed happy song-birds sing a jubilee of
praise,

And the sunshine warm and tender kisses the valley
in lingering rays;

Shimmering poppies and bluebells cover the unculti-
vated sod,

In their daintrel beauty, lifting their faces up to God,
And in the distance the bold hoary mountains look
down

On sombre solemn forests where sweet wayside violets
are found.



Here glorious summer, bedecked in festal array,
Claims the whole year as her season, and makes it one
grand gala day.

The feeble advances of winter are checked by her
warm sweet breath,

And in her gentle embrace the hibernal infant finds
death.

No hand but that of the masterful Artist Divine
Can give to her landscape and sky their color sublime,
And no sweet incense of the Orient can ever compare
To the fragrance of the locust blossoms pervading
the air.



Could old Bacchus revel in this county of wine
Many would be the goblets quaffed to the goddess
sublime;

The acclaiming praises of the nectar would be loud,
It would be served on Mt. Olympus at the tables of
the god;

In goblets of purest silver would the sparkling bub-
bles swim,

Chasing each effervescent bubble like seafoam o'er the
brim;

And soon would the mythical figures of god and
goddess sweep

Through the dim aisles of mystery their appointment
with Bacchus to keep.



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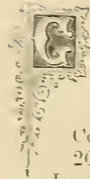
ORANGE TREE.
W. W. PHILLIPS FIVE-YEAR-OLD PEACH ORCHARD



GROUP OF FRESNO COUNTY ORCHARDS.

ORANGE ORCHARD.
FIG ORCHARD AND AVENUE OF PALMS.

Fresno City and County in Brief.



ITY—Elevation, 285 feet.

Has a population of 13,000.

The county seat of Fresno County.

Metropolis of the San Joaquin Valley.

In the geographical center of the State.

Commercial distributing point of Central California.

200 miles south of San Francisco, and 300 miles north of Los Angeles.

Has the lowest death rate of any city in the State (see State health report).

Five banking institutions, with a paid up capital of \$1,000,000.

One of the largest flouring mills in the State, capacity 400 barrels per diem.

Fifteen fruit-packing houses, among which are some of the largest in the State.

Two daily and three weekly newspapers, of a high journalistic character.

Is situated in the center of the largest irrigated valley in the world.

Has the second largest electric light and power plant on the coast.

For an ideal semi-tropic home Fresno presents exceptional inducements.

Fair grounds and buildings cost over \$100,000. Semi-paid Fire Department.

Has sixteen active church organizations. Has a Free Public Library.

Handsome High School Building, costing \$60,000. A \$240,000 Court House.

Has four substantial Public School Buildings, costing over \$57,000.

Has a handsome \$150,000 Opera House. Two well organized military companies.

An extensive fruit canning establishment. Five grain warehouses.

Has a cold storage and packing house. Two large steam laundries.

Has a complete sewer system with perfect sanitary condition.

Large Agricultural Works and Foundries. Two large Planing Mills.

Has an extensive Gas and Electric Light Plant, which furnishes ample light and power for the city.

Her Water Works system is among the finest in the State, and has a daily capacity of 4,000,000 gallons, costing over \$300,000.

On completion of the San Francisco and San Joaquin Railroad will, undoubtedly, be a common point with freight rates, as low as any point on the coast.

Her Hotel facilities are almost unequaled, with one of the finest hotels in the interior of the State (The Hughes).

Has an illustrated and descriptive monthly Magazine (*The Interior*), published in the interest of Fresno County and Central California.

Her climatic advantages; nearness to the mountains, valleys and canyons, where every variety of climate and scenery may be found; her abundance of pure water, and great variety of fruit, flowers and vegetables, make her one of the most desirable health and pleasure resorts to be found among the larger cities in the State.

COUNTY—Comprises 3,587,840 acres, of which 2,242,400 acres are subject to cultivation, and 1,345,444 acres pasturage and mineral land.

Has a population of 35,000. Has 890 Stock, Cereal and general farms.

It has 119 School districts, and employs 189 teachers in her public schools.

The value of her School Property amounts to over \$360,000.

Three High Schools, 68 Grammar Schools, and 114 Primary Schools.

County Buildings and Grounds, costing \$700,000 (paid for, and no bonded indebtedness).



FRESNO CANAL AND IRRIGATION COMPANY'S MAIN HEADGATE ON KINGS RIVER.

From the Interior.

A magnificent, well-equipped and stocked County Hospital and Farm.

The assessed value of her Real Estate in 1895 was \$23,918,252.

The assessed value of her Personal Property in 1895 was \$2,628,182.

Has the largest acreage of tillable land of any county in the State.

Has twelve large Wineries, among which are some of the largest in the world.

Her yearly output of wine and brandy averages nearly 3,000,000 gallons.

Exports yearly large quantities of Wool, Live Stock and Lumber.

Her valleys, mountains and foothills supply a luxuriant growth of different grasses, and is especially adapted to the raising of stock.

The estimated value of the lumber in her forest lands at \$10 per thousand will amount to over \$75,000,000.

Her Oil discovered is 38 degrees gravity, and said to be the highest grade in the United States.

Her Pine and Redwood Lumber Forests are very extensive, and are tapped by two of the longest flumes in the State, each being 60 miles long, and each having a daily capacity of 200,000 feet of lumber.

Her Alfalfa fields yield from four to five crops per year, 4 to 6 tons.

She exports 217,000,000 pounds of Fruits, Grain, Hay, Flour, mill stuff, yearly.

Largest irrigating systems of any county on the coast, with lowest water rate ($62\frac{1}{2}$ cents per acre, for practically an unlimited supply).

Her soil being of a sedimentary and porous nature is particularly well adapted to irrigation, and does not require rain to insure a good crop. Has the largest irrigating ditches, there being 300 miles of main canals, 1,000 miles of branch canals, and 5,000 miles of distributing ditches.

The San Joaquin and Kings Rivers, two of the largest in the State, rise in Fresno County, and are fed by the water-sheds of her foothills and mountains.

During the season, when the most water is needed for irrigating purposes, from May to August, the snows are melting in her mountains.

Her rainy season begins November 15th and continues until April 15th, which supplies an abundance of water for Fall, Winter and Spring irrigating.

She has 1,450 Orchards and Vineyards, of from 5 acres to 40 acres each, and has 260 vineyards of from 40 acres to 1,200 acres each.

Her extensive variety of soil makes possible the growth of almost every known cereal, fruit, vine, and vegetable, with her irrigating advantages.

The climate is healthful, equitable, and the husbandman can work out of doors with comfort every day in the year, no blizzards, cyclones or thunderstorms.

Her mineral resources are extensive, and are attracting much attention.

Mt. Whitney, the highest mountain in the United States, and perpetually covered with snow, can be seen from most any part of the county.

Mt. Goddard, the third highest mountain in the United States, is in this county.

The scenery in Paradise and Tehipite Valleys rival that of the Yosemite.

Her Sequoia "Gigantea" (the big trees of California), are among the largest to be found in the State, many of which are 100 feet in circumference.

The Oranges grown in this county ripen and are ready for market from three weeks to a month earlier than those grown South of the 35th parallel.

The Citrus Fruit Belt, or thermal belt, is estimated to comprise 70,000 acres.

The Lemons grown in the thermal belt are more uniform in size and have a smoother surface than those grown further South or North.

Tomato vines have been known to grow and bear three successive years before being killed by frost, in the thermal belt, near the foothills.

There was over 500 tons of Figs packed in Fresno County in 1895.

Apples grown in the foothills of this County are as fine as those of New England, and there are thousands of acres of this land to be had.

Wild coffee plants grow in profusion along the Sierra foothills.

Peanuts grow to perfection in the rich alluvial soils of Fresno County.

The Southern Pacific Railroad Co. furnished the following figures: Shipped to Eastern markets—67,500,000 lbs. Raisins, 7,700,000 lbs. Dried Tree Fruits, 6,700,000 lbs. Green Tree Fruits, 1,250,000 gallons of Wine (the principal wine products having been shipped to San Francisco for reshipment), for the year 1895.



SCENE ON THE UPPER SAN JOAQUIN.

From the Interior.

The following facts were obtained from the County Assessor. The County has:

	Bearing.	Non-bearing
Apple Trees.	19,392	9,173
Apricots....	40,275	28,705
Cherry.....	1,121	3,297
Figs.....	27,936	11,957
Olive.....	1,064	12,173
Peach.....	151,800	238,477
Pear.....	68,097	46,756
Prunes (Frch)	20,657	41,894
Prunes (Other kinds)	6,021	4,275
Lemon.....	575	5,518
Orange.....	7,677	18,184
Nectarines..	2,467	1,912
Almonds...	4,211	11,254
Walnuts...	661	526
Chestnuts..	60	
Miscellaneous	24,040	47,100
Acre in Rai- sin Grapes	35,900	3,100

Fresno County offers good opportunities for the establishment of the following enterprises and industries:

A Must Condenser, Beet Sugar Factory, Olive Oil Mills, Woolen Mills, Pickle Factories, Fruit and Vegetable Canneries, Ice Factory, Glacing Fruits Industry, Flavoring Extract Factory, Brewery, Tannery, Paper Mills, Pottery and Tile Works, Silk Culture, Cream of Tartar Works.

Central California Central California embraces 60,000 square miles or 38,400,000 acres of land, and includes most of the wealth and population of the State. Its chief feature is the San Joaquin Valley, covering 450 by 40 miles in area, drained on the North by the Sacramento River and its tributaries, and on the South by the San Joaquin and Kings Rivers. Much has been written of the early days of California and of her antinatal condition, and it is superfluous here to go into prosy historical details; to resurrect the bones of perilous conditions and great disadvantages which was the lot of the primitive white settler. Old Missions still stand, silent but impressive symbols of Spanish rule, and are the remaining link connecting the present with the past. Suffice it to say that Central California had her share of early bloody rencounters with savage tribes, and many brave souls suffered an untimely and cruel death at their hands. But with the horrible past we are done; it is of the present and future that we would speak, and relate a few reasons why Central California is the most attractive section of the State. It has the most diversified and picturesque scenery; most equitable and healthful climate; the finest vegetables and fruits; the most wonderfully productive soil; the largest wineries and vineyards in the world; the largest and most perfect irrigating system in the United States; the greatest lumber flumes and mills; and many world-renowned pleasure resorts, among which are the grand Yosemite Valley, Lake Tahoe, Death Valley, Mono Lake, Mt. Whitney—the highest mountain elevation in the United States, and which eternally wears a crown of snow—besides the many deep grand canyons, wonderful waterfalls, cataracts and mountain peaks of 14,000 feet, and many other points of interest, which delight the sight and imagination of all who visit them. Her beaches are the finest, and afford the best surf-bathing, and are the most popular and fashionable on the coast. The world-famed groves of “Big Trees” are in Central California. The quantity, variety and wealth of her minerals are not equaled in the State, while it is the natural home of all deciduous fruit. Oranges ripen a month earlier than in Southern California, and equal, if not surpass, those raised in famous Riverside. Health seekers who have previously spent the winters in Southern California are now visiting this section instead, as it is better adapted for all diseases of the throat and lungs, being dry and without the cold ocean breezes and fogs. Blizzards, droughts and failure in crops are never known, and while a great portion of the land is under cultivation, there are many thousands of acres of fertile, tillable land subject to settlement, which can be bought or leased at nominal sums, and only awaits the advent of the great San Joaquin Valley Railroad to enhance its value many fold, and open up an avenue of cheap freight rates to the East for all of our products, thereby giving this section a great advantage over any other part of the State. This road will be completed this year, being already over half finished, and work is being pushed with all speed. It taps the richest farming and mining land in the State, and is the beginning of a new era for this country. The Southern Pacific Railroad crosses this section in many branches, and also with the main road, and there is no section of the State that has better railroad facilities. The richest and most productive portion of Central California is the Great San Joaquin Valley, which lies between the Sierra Nevada and Coast Range of mountains. This valley is world-renowned for its remarkably productive soil and the superior quality of its wheat, all kinds of grain and vegetables, and for producing the “blue-ribboned fruits” of California. The San Joaquin, Sacramento and Kings Rivers compose her great streams, though each has many tributaries. The two former rivers, being navigable, have regular, established steamboat lines. Geographically in the center of the State, lapped in the arms of this valley and nourished at her bountiful breast, is the county of Fresno, “The Spain of the West.”



POLLASKEY RESIDENCE.
MRS J. P. BERNITT'S RESIDENCE.

DR. J. C. COOPER'S RESIDENCE.
DR. W. J. BAKER'S RESIDENCE.

Fresno No city in the West, at the present, is attracting the same attention as Fresno. Her marvelous developments are being eagerly watched, and her future greatness predicted by all. The populace of California seem at last to have awakened to the real worth and intrinsic value of this, the agricultural and distributing center of Central California. Twenty years ago it was, seemingly, a barren plain, cowboys, shepherds, antelope, deer and coyotes ruled with undisputed sway and constituted the sole population. An air of languid abandonment and inertia pervaded the atmosphere; voluptuous nature was in a comatose state, awaiting the co-operative influence of water and manual labor to arouse her dormant powers and make the valley smile with wonderful productions and the land ring with her praises. Those kindred spirits, Art and Industry, have combined their powers with the cogent force of nature, and transformed this treeless plain into the most productive of all valleys, a "paradise of fruits." With the advent of the first railroad in 1872, came the enterprising capitalist and energetic merchants, with the influx of settlers which follow in their wake, soon the little railroad station emerged into a promising city. In 1774, two years after her inception, she was made the county seat, and from that time on has made wonderful progress in her strides toward prosperity. San Francisco extended her arm of steel to this embryo metropolis of the valley, while Los Angeles clasped her from the South; linked by rails of steel, these three fair specimens stand behind the footlights of the world, true representative cities of the grandest country in the land. Since 1880 Fresno's population has increased from 1,200 to 13,000, and splendid metropolitan structures have been erected. Block after block of solid brick buildings have taken the place of the primitive frame stores, and broad macadamized streets reach out in every direction, terminating into beautiful drives, bordered by palms, locust and poplar trees, reaching to many magnificent suburban homes, farms and vineyards, which so completely engird her. Elegant hotels, perfect models of architectural beauty, accommodate her traveling public. A handsome opera house, a perfect gem of loveliness within and without, furnishes a round of pleasurable surprises, and a display of the best theatrical talent afloat. Massive stone and brick structures constitute her houses of learning, with a High School building that cannot be excelled in point of beauty and solidity in any city in the State. Fifteen is the number of her church buildings, some of which are handsome structures. Electric and gas lights twinkle and shine all over the city. Street cars run to all points of interest within the limits, to Fair Grounds and Pavilion and colonies. A magnificent Court House, costing \$240,000, occupies the center of four blocks in the heart of the city, surrounded by a park of wondrous beauty, comprising flower bordered walks, broad shady lawns, with easy seats and spraying fountains. In Chateau Fresno or Kearny avenue, which is over ten miles long, bordered by palms and other ornamental trees in three sections, she possesses a boulevard of remarkable beauty that in time will rival the famous Magnolia avenue of Riverside. Palatial homes with flower-embowered verandas, and surrounded by spacious shady grounds and velvety lawns, form the resident portion. Her mills and packing houses give employment to many; her water works' tower is the most attractive and magnificent on the Pacific Coast, and furnishes the city with an inexhaustible supply of pure water. With these and numerous other attractions she stands before you, our Fresno of to-day, encompassed by beautiful thriving little cities of the county, and many points of interest and pleasure to the tourist and sightseer, offering the largest field for speculation, and the greatest inducements to prospectors and homeseekers of any section of the State.

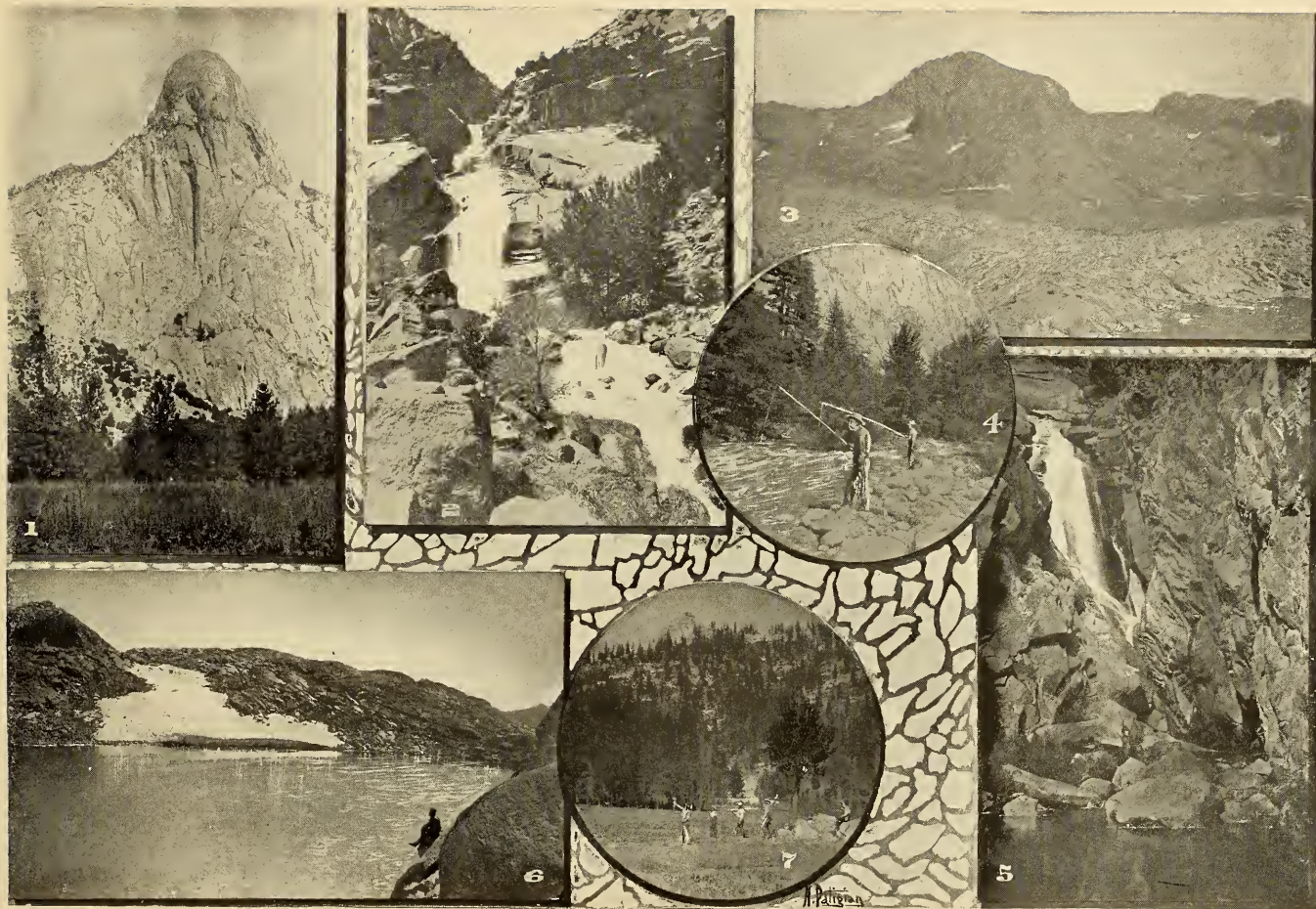


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POST OFFICE

HUGHES HOTEL.
FRESNO LOAN AND SAVINGS BANK.

Resorts Few counties in the State have more beautiful mountain scenery than Fresno. The entire Eastern portion of the county is one vast pleasure resort and scenic view. In the Middle Fork of Kings River is Tehipite Valley, a canyon three miles long by one in width, with perpendicular walls 6,000 feet high. This fork of the Kings River winds along at the bottom, and on looking over the edge of the chasm down into that awful canyon below (over a vertical mile) it appears like a silver thread, when in reality it is a seething, roaring river, over 100 feet wide. In this valley is Tehipite Dome, a solid granite formation which rises to an elevation of 6,000 feet. Within one-quarter of a mile of this Dome is one of the grandest falls of the Sierra, which from the spraying of the waters is called Silver Spray Falls. The water descends in three sections, falling first 500 feet, second 600, and last 800 feet. This last fall is the one represented in the engraving. It separates into misty spray before reaching the bottom, and it is impossible for one to get nearer the falls than 300 feet. There are remarkable falls within this canyon, one of the most beautiful being Sunshine Falls, in the Middle Fork of Kings River, and falling 800 feet, while other falls break the deathlike stillness, cantillating eternally a symphony of rippling sounds, while roaring cataracts add to the weird sensation of the scene, which makes you marvel at the workings of nature and from whence it all came. The sublime magnificence of this valley almost strikes one dumb with awe and admiration. Novilla del Nieve (bride of the snows) is a lake, 11,500 feet elevation: is the source of the North Fork of Kings River, and during high-water periods tributary to the San Joaquin River. This lake is oval in shape, of about three-fourths of a mile wide by one in length, and a basin in solid granite rock with no vegetation or animal life to cherish its silent abode. On the South Fork of Kings River is Paradise Valley, a canyon ten miles long by three-quarters of a mile wide. This valley is said to rival and even surpass Yosemite in altitude of surrounding cliffs. There are solid rock walls from 7,500 to 8,000 feet high; deep yawning chasms and subterranean passages leading into caves of many lofty and spacious chambers, the ceilings of which are encrusted with stalactites which gleam and sparkle in candle light with wondrous beauty. Muir and Grand Sentinel Dome are solid granite masses 3,000 feet high, overhanging the valley and perfectly terrible in their grandeur. The "White Woman" is a formation of granite 5,000 feet high and three miles in length and indescribable in its magnificence. Many are the cliffs, waterfalls, caves, and other wonderful formations of nature in Paradise Valley which are massed in curious array. Of the stupendous sublimity of this scenery it is impossible to convey an adequate idea. It exceeds the enchanted loveliness of the Isles of Monte Christo or the fabled subterranean palaces of Washington Irving. Mt. Goddard, at the head of the San Joaquin River, has an elevation of 14,800 feet, and is the second highest mountain in the United States. Collins Meadow is an elevated plain of 858 feet elevation, and is three-quarters by one mile in width, and in winter is often covered with snow from 30 to 40 feet in depth. In Lost Valley, at the head of the San Joaquin River, are Hot Springs which boil up many feet through a cone cement formation. This valley is also grand in its imposing scenery, and is about two miles long by three-quarter mile in width. Many mineral springs, both hot and cold, are found in this county, and the Rogers Hot Springs are possessed of wonderful remedial properties, highly recommended for rheumatism, neuralgic and scrofulous complaints. There are many large groves of "Sequoia Gigantea" or California "Big Trees" in this county, the trees of which equal any of the largest in the State, there being many specimens 35 feet in diameter and 400 feet in height. There is an immense grove partly in this county and partly in Tulare county which was recently set aside by Congress as a National Park, called General Grant Park, General Grant being the name of the largest sequoia in the grove. The trees range from 250 to 350 feet in height, and average from 17 to 27 feet in diameter.

Sports There is much to allure the sportsman. The mountains have many lakes 11,000 to 12,000 feet high upon their surface. The mountain streams abound with beautiful trout, while the streams in the valley afford a great variety of tempting beauties which would gladden the heart of any angler. Quail are to be found in the meadows in abundance and a



1 TEHIPITE DOME.

2 SUNSHINE FALLS.

3 MT. GODDARD.

4 FISHING IN KINGS RIVER.

5 SILVER SPRAY FALLS.

6 LAKE NOVILLA DEL NIEVE (Bride of the Snows).

7 COLLINS MEADOW.

different variety of these birds frequent the mountains, while grizzly and brown bears, mountain lion and wild cats still stalk the fastness of the Sierras. In winter fine sport may be had shooting ducks, as they abound in great plenty on the lakes and sloughs.

Health and Climate We are told that hygiene is the art of preserving health. In other words, it aims at rendering growth more perfect, decay less rapid, life more vigorous, death more remote. To accomplish these ends hygiene must look to water, soil, air, climate, temperature, etc. And inversely if we desire to estimate the healthfulness of any given locality we must consider its hygienic condition or those different elements which constitute it. Climate is one of the most potent of these factors. In the hot tropical countries of the earth the duration of life is shorter and the morbidity of mortality greater than they are among those living in a temperate clime. In the colder regions these extremes are again met with, and disease is more frequent, and deaths more numerous as the result. Thus within certain limits the dangers from hot and tropical climates are equal to those resulting from cold and dampness. Humidity and warmth, together with the large quantities of decaying vegetable substances incident to the tropics, afford a favorable culture medium for the perpetuation and existence of disease germs, and the inhabitants are a ready prey. The association of pneumonia, bronchitis, rheumatism, asthma and concomitant diseases, with a bleak and wet climate, is too invariable to permit our doubting their reality as causes. Moist weather, be it hot or cold, is always found conducive to the spread of contagion. On the contrary, a warm, dry climate tends to check or lessen the spread or progress of morbid agents of every kind. Among the most conversant with its climatic and other natural advantages, the Pacific Coast, tempered by that great and mild current, the Kuro Sivo (Japan current), is considered the favored section in point of climate, healthfulness, productiveness, and all natural environments of this entire continent. And it is a growing conviction that California is the most favored portion of this peculiarly favored region, the "garden of the world," as aptly termed, while the San Joaquin Valley is the garden of California, and Fresno County the pearl of great price among this collection of gems. In a climate where one may live comfortably out of doors throughout the year, and where nearly every month is marked by its distinctive fruits and flowers, one looks for superb physical development, and does not look in vain. No pallid cheeks, thin chests and meager figures are to be seen among the natives of this valley. Man, like all living organism, is powerfully affected by the nature of his environment. Under certain circumstances the conditions of the latter are highly propitious, and lessen the struggle for existence; on the other hand, they may be antagonistic, and render life precarious and hard. That the former conditions exist here to a marked degree we contend without fear of contradiction, but that there may be no question we will introduce the following scientific data obtained from Captain J. R. Williams, the efficient United States signal service observer at this point, compiled from the reports of the last eight years, and being an average for that length of time. Science, you know, obtains and records facts without fear or favor, and this being scientific data is indisputable. The average mean temperature for eight years has been 63.4 degrees. The average maximum temperature for eight years has been 110.2 degrees. The average minimum temperature for eight years has been 25.5 degrees. The average humidity for eight years has been 57.5. The prevailing wind direction in this valley is northwest. The average hourly velocity of wind for eight years has been 5.6 miles. The average rainfall for eight years has been 8.88 inches yearly. The average clear days are 226 in each year. The average partly cloudy days are 83 in each year. The average cloudy days are 56 in each year. On an average rain fell on 44 days in each year for the last eight. The average mean winter humidity is 76. The average mean summer humidity is 37. As will be seen by the above statistics we averaged 226 days of absolute sunshine each year, with 83 more when the sun shone part of the day. This bright sun sets our plains glowing, rarefies the air, and sends it upward. This is moderated by the almost constantly prevailing winds



JNO. N. HINES' RESIDENCE.
M. R. MADARY'S RESIDENCE.

WM. DAVISON'S RESIDENCE.

HENRY WOLTER'S RESIDENCE.
A. B. SMITH'S RESIDENCE.

of the coast rushing in to fill this tendency to a vacuum; and at the same time, while they temper the above mentioned heat, are themselves tempered of their ocean-breeze chilliness. In this way, by one of nature's laws, the air of the whole valley is changed and replaced by the pure, untainted and invigorating atmosphere of the ocean daily. With a temperature thus equalized, and an atmosphere thus daily refreshed, the county possesses a climate eminently conducive to both the health and comfort of man. But more, the sanitary effect of the rapid desiccation and curing of the vegetable products during the dry season, for remember, the humidity of the summer is 37 parts only, is most potent, as well as this daily atmospheric current, already referred to, which is continually sweeping away in their incipency the miasmatic exhalations and pestilential fermentations, which would otherwise incubate and breed undisturbed over the rich bottoms. Epidemics are virtually unknown in this section, for while infectious and contagious diseases may be imported to this as to any other locality, no difficulty is encountered in restricting the same to the case or cases first developed, by isolation, and the most simple sanitary measures. Further, the mild and genial temperature tends to stay the development of pulmonary affections, and all diseases of the respiratory system. And while we do not claim that the invalid who comes here with a developed case of consumption will or may be cured, yet we can promise that the life of this same patient can be prolonged, and made more comfortable, and better worth the living by this genial temperature, which permits of so much outdoor life with its life-giving essence of sunshine, and a dry, warm atmosphere. We do assert, however, without fear of contradiction, that those with these diseases in their incipency, and individuals who are afflicted with a hereditary susceptibility, can take up their residence here with almost perfect assurance that with ordinary care and attention to a due observance of the rules of health, may on the one hand recover, and on the other live to a ripe old age, without any manifestation of the hereditary taint. A careful compilation of the mortuary statistics for Fresno City for the last four years, at an estimated population of 13,000, as taken from the biennial reports of the State Board of Health, shows that the whole number of deaths from all causes for this length of time has been 507. Of this number 88 died from consumption, and it is a fair assertion to say that 80 of these cases of lung disease were imported; that is, came here from a distance when beyond the hope of recovery. On the above total the average monthly mortality would be about 14. Now subtracting imported cases of consumption, about two a month, and suicides and other external causes, such as accidents, about four more, and we have remaining eight persons as the average death rate of this city per month. The highest number of deaths during one month in four years has been 19, from all causes, and during the month of March, 1892, not a single death took place within the city. The record of the county will average even better than that of the city. The soil of a district of the extent of Fresno County necessarily varies, but in the settled and valley portion is mainly a rich sandy loam, and on account of this characteristic becomes subirrigated, and does not need the continued pouring on of water that irrigated sections usually require, and, therefore, does not breed the same miasmatic poisons that usually develop in a district under irrigation. As to the water supply, by sinking cased wells deep enough to go through and below all formations impregnated with organic matter, the purest of water, drawn from the perpetual snows of the Sierras is reached. It is said that a contented and happy man is productive of good digestion. Such being the case, in a country where pure air and sweet water abound, where the genial climatic conditions are favorable to industrial pursuits above almost any other locality of like latitude, and where to-day thousands of men enjoy incomes from little plots of from ten to thirty acres, far larger than the farmer of the East can realize from ten times the area, with thrice the amount of labor, it would almost seem unnecessary to say that good health would accompany these conditions. Of such is the City and County of Fresno. The foregoing article was furnished by E. C. Dunn, B. Ph., M. D., member of the Fresno County Medical Society and the San Joaquin Valley Medical Society.



O. J. WOODWARD, PRESIDENT; E. KENNEDY, VICE-PRESIDENT AND F. A. WALROND, CASHIER.

Water Supply The city is supplied with the purest well water, obtained from eight 8-inch wells, sunk to a depth of from 200 to 600 feet. Being all cased in double iron casing it is impossible for surface water, which is always unhealthy, to seep in. The water is pumped into an immense steel tank 100 feet above the ground, which has a capacity of 250,000 gallons. The pumps have a capacity of 4,000,000 gallons daily, and the tower is the finest on the coast. Pipes are laid throughout the city, and an abundance of pure fresh water is used unsparingly; the daily consumption is about 2,000,000 gallons. The system, which covers the city and additions, cost over \$300,000.

A Home Center Fresno, with her suburbs and surrounding valley, is pre-eminently the most desirable section in Central California in which to establish a home. The establishment of moneyed enterprises, and the continuous influx of population verifies this fact beyond doubt. There can be no more pleasurable sight than the palm-bordered orchards and vineyards in full bloom, representing field after field of daintrel blossoms, a perfect mass of red, white and pink, emitting sweet perfumes, and forming a panorama of great beauty. There are many palatial city and suburban homes surrounded by ample grounds where nature and art, aided by wealth and intelligence, have created a beauty of ornamentation, which can no where else be surpassed. They are veritable sylvan paradises, where all varieties of fruits and many kinds of nuts grow to perfection, and streams of pure fresh water course in and out among a labyrinth of trees and flowers. To the profits and pleasures to be gleaned from such a home, add the conditions that insure a perfect climate, a high degree of healthfulness, beautiful scenery, and superior educational and religious facilities. A combination of art, music, literature, field and social pleasure, and all that tends to the promotion of intelligence and refinement, argument the blessings that Nature has bestowed so lavishly upon this section, affording rare opportunities for enjoyment, and the most desirable social and intellectual surroundings. The number of manufacturing, banking and commercial institutions, together with the largest vineyards and wineries in California, combine in making Fresno the most desirable home center in the State.

Architecture Fresno, unlike many of her sister cities, is built mostly of brick. Previous to 1882, this was a city more in name than in reality, yet all the conditions were present to warrant the remarkable developments that have been achieved, and to-day solid brick structures mark the place where the primitive frame shanty once stood. A city has sprung upon the once apparently barren plain, with that stateliness and symmetry of growth that betoken the future beauty and stability of Fresno. The buildings erected are of an ornate and solid character, and the capital expended in buildings within the last ten years will reach into the millions. The business portion of the town is a model of architectural beauty and solidity, the business blocks being all stone and brick. The public schools and colleges are handsome brick structures, and well arranged, as is the opera house, which is one of the handsomest buildings in the city, occupying a quarter of a block. There are three fine brick hotels, all gems of architectural beauty, and well appointed in all of their arrangements. The Hughes is the handsomest, the most artistic in design, and by far the finest hotel building in the interior of the State. The churches have been erected at a cost of many thousand dollars, and probably no city in the State compared to her size has as many church buildings. The character of the residences are those of a semi-tropic clime, all provided with cool flower-covered verandas and galleries, and many of the houses are models in beauty and amplitude of convenience of construction, costing many thousands of dollars. The most unique and picturesque piece of architecture in the city is the water works' tower, which is circular in shape, and composed of stone and iron, and is the finest structure of its kind on the Pacific Coast. The Court House is a grand commanding edifice of Grecian and modern architecture, surrounded by a petite park of wondrous beauty, affording a delightful resting place in the heart of the city. The orders of architecture are varied, embracing Grecian, Gothic, Queen Ann and modern.



W. R. THOMAS' RESIDENCE.
B. T. SCOTT'S RESIDENCE.



W. W. EDEN'S RESIDENCE.



C. J. WOODWARD'S RESIDENCE.
M. W. MULLER'S RESIDENCE.



Sewerage System The city has a splendid sewerage system. In 1890 an addition of \$100,000 was expended for the main pipes, making the whole system cost over \$140,000. Laterals are run from the dwellings and business buildings, and the mains conduct the sewerage to a good distance outside of the city. They are flushed daily, and the laterals are flushed monthly. The most modern methods are followed, being as permanent and durable as possible, making the system as fine as any in larger cities. This important improvement affords immunity from all the evils that exist in improperly sewered cities.

Post Office As an index to the rapid growth of Fresno, the business of her post-office affords a striking proof. The business of the office has increased with a steady ratio, indicating the growth of the city, and civil service rules and regulations are strictly adhered to. Mails are delivered in the residence portion of the city twice daily, and in the business portion more frequently. There are nine incoming and outgoing mails daily, 47 street letter boxes, 6 carriers and 2 sub-carriers. The following summary of the business of the office for the last quarter ending March 31, 1896, is furnished by Mr. W. L. Hedrick, the present efficient postmaster: Amount of sales, \$5,966.93; amount of money orders issued, \$28,174.81; amount of money orders paid, \$20,082.65; remitted, \$7,433; number of registered pieces 1,064.

Gas and Electric Lights Early in the history of Fresno provision was made for lighting the city with gas, and in 1882 the first gas company was established. In 1889 came the successful introduction of electricity. Many of the business blocks and residences were furnished with incandescent lights, and the streets were lighted by arc lights. On May first of this year (1896) was completed, and began operations, the second largest electric light and power plant in the State.

Public Library One of the greatest privileges, and a source from which is reaped much pleasure and instructive knowledge, is Fresno's Free Library, which was established March, 1893. The library is supported by a city tax, and managed by a board of trustees. The main reading-room is nicely and comfortably furnished with easy chairs and tables, and supplied with all the latest periodicals, magazines, and most of the daily and weekly papers of the State. There are at present about 4,000 volumes, and new books are being added as fast as the available funds will allow.

Churches The presence in every city of nice church buildings, and large religious bodies, speak forceably of the moral culture, intelligence and refinement of her people. Fresno could aptly be called the "City of Churches," there being sixteen different denominations, and many societies which are religious in their doctrine. All of these have comfortable and some fine houses of worship, as the accompanying illustration will show. Following is a list of those having church buildings: The Methodist Episcopal Church has 325 members, Rev. D. H. Gillan, pastor; Presbyterian Church has 250 members, Rev. S. D. Seward, pastor; First Baptist Church has 375 members, Rev. J. S. Norvell, pastor; St. James Episcopal Church has 306 members, Rev. William Lucas, rector; First Congregational Church, Rev. H. E. Banham, pastor; St. John's Catholic Church is in charge of Father Andrew Garriga; German Lutheran Church, Rev. S. Hoernicke, pastor; Adventist Church has 200 members; Christian Church has 500 members, Rev. W. H. Martin, pastor; Bethel A. M. E. Church, Rev. W. R. Green, pastor; Cumberland Presbyterian Church, Rev. M. C. Johnson, pastor; Zion A. M. E. Church, Rev. W. A. Warner, pastor; The Swedish Mission, Rev. P. A. Hultgreen, pastor; The Belmont Mission is under the pastorate of Rev. C. A. Munn; The Ethiopian Baptist, Rev. G. W. Gray, pastor. There is in connection to many of the churches strong Christian Endeavorers, various Missionary Societies,



FIRST CONGREGATIONAL
METHODIST EPISCOPAL.

GROUP OF OUR CHURCHES.
PRESBYTERIAN.

ST. JAMES EPISCOPAL
ADVENTIST.

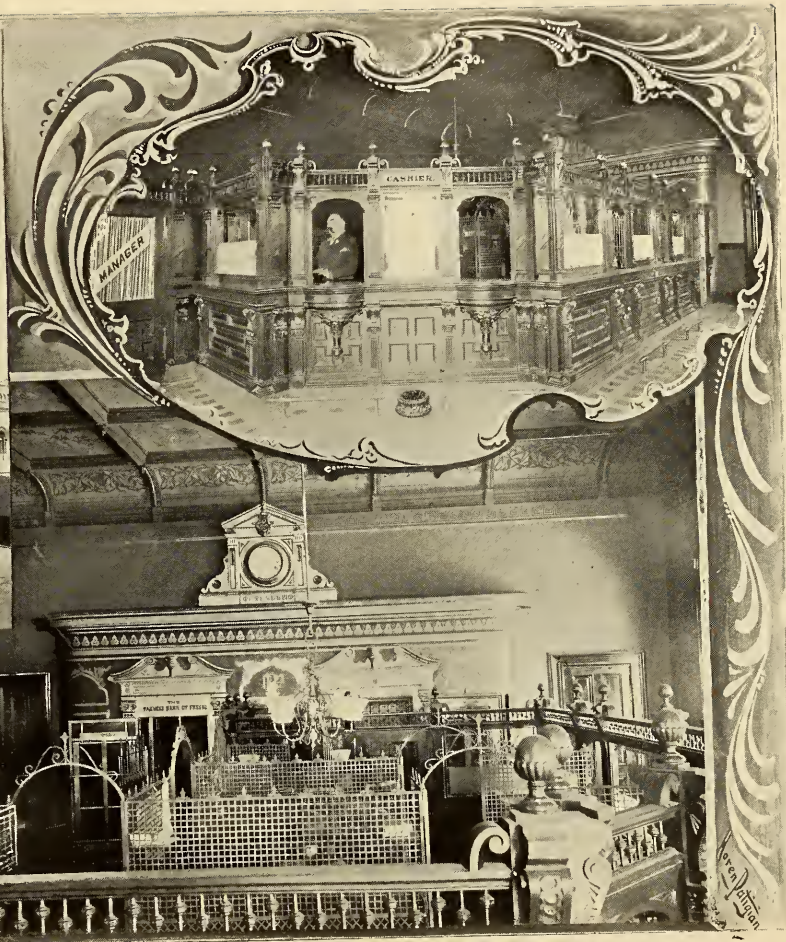
Young Men's Institute, Auxiliary Societies, and flourishing Sunday Schools, and all the aid to religious development. The pastors are men of ability and influence, to whose earnest efforts much is due for the present highly moral and religious condition of our societies.

Societies The fraternal orders are well represented in Fresno. The Odd Fellows have a Subordinate Lodge and Encampment, and a Lodge in the Rebeccah Degree, with a strong membership in each. The Masons have a large membership, there being a Commandry of Knights Templar, a Chapter, a Lodge and an Order of the Eastern Star. The Knights of Pythias are prosperous and progressive, and have a large membership. There are growing Orders of the Ancient Order of United Workmen, Ancient Order of Foresters of America, Woodmen of the World, a Grand Army Post, the Native Sons, Hermann Sons, German Foresters, Knights of Honor, Independent Order Good Templars, Humane Society, Danish Societies, Young Men's Institute, and Woman's Christian Temperance Union. Local life is represented by the Athletic Club, which occupies handsome quarters at the corner of Tuolumne and I Streets, and has one of the finest gymnasiums in the State; the Cotillion Club and the Kindergarten Dancing Club. The National Guards of California have two companies, *i. e.*: F and C, with sixty-four members in each. The best musical, art and literary talent in this city is embraced in the Choral Leisure Hour, The Query, The Thimble, and the Parlor Lecture Clubs, all of which have large memberships, and are in a flourishing condition. There is also an Equal Suffrage Society, and a Woman's Temperance Union, a Fresno Park Band and Orchestra, and a Fresno Colored Band.

Newspapers The journalistic field is well filled in Fresno by the *Fresno Morning Republican*, *Daily Evening Expositor*, *Fresno Watchman*, *Fresno Weekly Populist*, *Fresno Herald*, and the *Interior*. The *Morning Republican* is the only morning daily, and was established in 1887. The *Weekly Republican* was established in 1876. Both of these papers are published by the Fresno Republican Publishing Company, J. W. Short editor and manager, and Wm. Glass business manager. It is the leading morning paper in the San Joaquin Valley, and both the weekly and daily have a wide circulation. It has at all times been ably conducted, and has been a faithful exponent of the conditions of life in this county. It receives the full news service of the Associated Press, and is a wide-awake daily issue. The *Daily Evening Expositor*, ever since it came into existence, has been the embodiment of thrift and energy, and no other single influence has exerted so beneficial an effect in bringing prosperity to the city and county. The *Weekly Expositor* is one of the leading weekly editions published in Central California, and enjoys an extensive circulation. The daily furnishes telegraphic news of the world, and all local interests are well represented; Jesse F. Church is manager. The *Interior* is a pictorial monthly magazine, and extensively descriptive of this county and Central California, setting forth the true conditions and advantages as they exist, and is very ably edited and compiled. It is a literary star of rare brilliancy, which made its appearance in the journalistic heavens September 1, 1895, and has since shone forth with increasing brightness. Its rays are destined to penetrate every recess of this continent, and light to the garden spot of the world all who may be seeking an earthly paradise. Messrs. T. S. Price, J. W. Shanklin and S. A. Miller, the proprietors, are able and experienced journalists. They are directly identified with the material interests of our people, and are prominent and active members of the Chamber of Commerce and the One Hundred Thousand Club. The *Fresno Herald* is a weekly German paper, published in the German language. It furnishes its readers with all local news, is well edited, and instructively compiled, and has a large circulation among its people. The *Fresno Watchman* is a wide-awake Democratic paper, recently established. It devotes its entire energies to the interests of the people of the county, and is a political organ of high principles, being carefully and soundly compiled and edited; Wm. J. Deter, proprietor and publisher. The *Weekly Populist* is another political sheet which makes itself felt and seen,



The
Farmers' Bank
of
FRESNO, CAL.

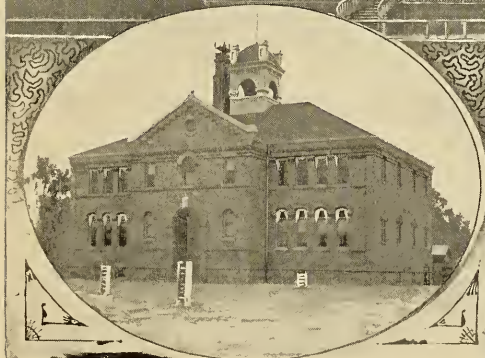


A KUTNER, PRESIDENT; ALEX. GOLDSTEIN, VICE-PRESIDENT AND JOHN REICHMAN, CASHIER.

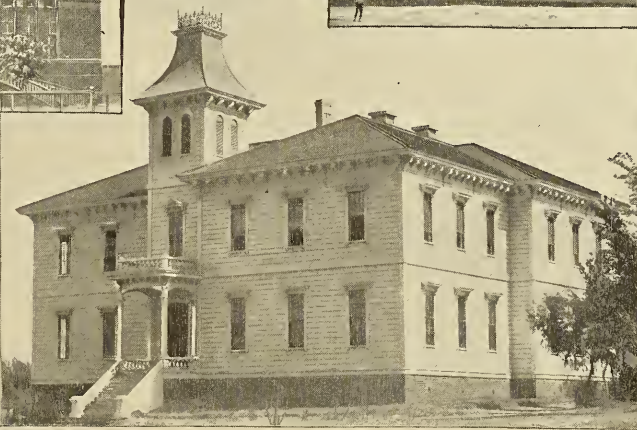
and keeps its many readers well posted on all political questions of the day; Gill & Company, proprietors and publishers. There are many live papers throughout the county, which zealously guard the interests of their respective localities. The *Selma Irrigator* is the only daily outside of Fresno in the county. It is issued every evening, and also publishes a weekly edition. It is a live, enterprising paper, and keeps its readers posted on foreign and local news. The *Selma Enterprise* is a weekly, devoted to the interests of the county and surrounding country. There is the *Reedly Exponent*, the *Sanger Herald*, the *Fowler Ensign* and the *Cloris Enterprise*, all weeklies, and working for the advancement and general good of the country. They are ably and reliably edited, and reflect much credit to the county.

City Public Schools The city is provided with four handsome Ward buildings, and an elegant High School. The I Street School is a two-story brick of eight large class-rooms, and was erected in 1889, at a cost of \$16,000. The K Street School is a fine brick building, two and one-half stories, has eight class-rooms, an assembly hall with gallery, and was erected in 1889, at a cost of nearly \$19,000. Central School, the oldest school building in the city, is a two-story frame building of eight class-rooms, is situated on the corner of O and Fresno streets, and was erected in 1878, at a cost of \$10,000. Park Avenue School is a substantial two-story brick, provided with all of the modern approved plans of school buildings, has eight class-rooms, was erected in 1894, and cost \$12,000, including heating plant. No city in the State can boast of a High School more beautiful in architectural appearances, or more convenient in all of its appointments than Fresno High School; size on the interior is 151x114 feet. It has two stories, with a basement 10 feet in height and an attic. This building is occupied by the seventh and eighth grades, as well as the High School. Ample provisions are made for drawing rooms, libraries, laboratories, gymnasium and workshop for manual training; cost \$60,000, and is a model of convenience, strength and beauty. The High and Ward Schools each have a principal and a corps of subordinate teachers. The monthly salary of the principal is \$100. The teachers of the Ward schools are paid \$75 per month, and the High School teachers receive \$100 per month. The principal of the High School also acts as city superintendent of the public schools, and is paid a salary of \$1,800 per year. There are thirty-eight teachers in the schools of this district, including a special teacher of music. According to the report of the last census marshal, there were 1,758 children of school age in this district. There are now over 1,500 children in attendance daily. This large daily attendance shows the esteem in which our public free schools are held. Music and drawing are taught in all grades, literature, science and history are largely introduced below the High School. Elementary algebra is taught in the seventh and eighth grades, with arithmetic, and a year is given to concrete and demonstrative geometry in the eighth grade. With work thus organized, and teachers properly fitted to their places, pupils now accomplish with the same effort about 50 per cent. more work than formerly. Regular promotions are semi-annual, but pupils may be advanced at any time when they show ability to do the work of a higher grade. The High School employs six teachers including the principal. It offers two courses of study, either of which gives a good preparation for life, or lays foundation for higher study. Graduates, on recommendation of principal, are admitted without examination to Stanford or the State University. Laboratory work is done in the Sciences. Five classes have graduated, numbering in all 104. Of these many have entered college or Normal School, some are teaching, others hold important business positions. Total cost of maintaining the schools is about \$35,800 per year; total cost of public school buildings, including High School, is \$117,000.

Educational The excellence of Fresno's public school system, the presence of the Academy of the Sacred Heart, the Fresno Business College, and various private schools, afford ample opportunity for acquiring a liberal education. Great interest has been manifested in providing facilities for educating the youth of the city and valley, and this in return has been instrumental in attracting people of wealth and refinement, that their children might enjoy these advantages. No city in the State of her size has a better or more thorough free school system or handsomer buildings.



I STREET SCHOOL
PARK AVENUE SCHOOL.



K STREET SCHOOL.

CENTRAL SCHOOL.



CITY PUBLIC
SCHOOLS
Fresno, Cal.

Transportation The railway facilities of Fresno are excellent, and have aided materially in the marked development of this section.

The main line of the Southern Pacific passes through the city, and branches of this road lead out in five directions from Fresno. You can go to the west side by way of Collis, and thence to San Francisco; to Madera, and by that route reach the coast; northeast by the Pollaskey branch; south to Los Angeles, and southeast by the Porterville line. There are two new roads under course of construction, one from Fresno to Monterey, which when completed will place Fresno in communication with one of the finest harbors on the coast, passing through a country of unlimited capabilities, and greatly in need of a road to hasten the development of its natural resources. The San Francisco and San Joaquin Valley Railroad is the second, and is now being built, and pushing with all force to reach Fresno in July of the present year. Its permanent northern terminal is San Francisco, and Bakersfield is the present proposed terminus on the south, though the objective connection is believed to be the Santa Fe. With the advent of the new Valley Road will begin a new era for this city and county. It will so reduce freight rates that our products will be sent to eastern markets so as to result in great profits to the producer, beside opening the principal agricultural, mineral and fruit belt in California.

Manufactures While manufacturing has not been carried on to any great extent in Fresno, still there are numerous institutions that the conditions here have brought into existence. The extensive culture of fruits makes necessary various establishments for the cultivation and the caring of this product. There are fifteen large fruit packing houses, one large fruit canning factory; one large agricultural works, where many kinds of agricultural, horticultural and viticultural tools and implements are manufactured; foundries, extensive flouring mills, planing mills, and notably one of the best-equipped steam creameries on the Pacific Coast, and numerous mining manufacturing industries, which would consume too much space to particularize. The future bids fair to see manufacturing industries largely increased in this city and county, owing to the natural facilities, the surrounding productive country, an unlimited supply of water, timber and electricity, and the advent of the San Francisco and San Joaquin Valley Railroad, which will open an avenue of cheap freight rates for our products to all parts of the State, ports to foreign countries and to the East. Fresno being the commercial distributing point for such a vast territory, Central California, which abounds in such rich products, offers the greatest inducements to the establishment of all kinds of additional manufacturing industries of any city on the Pacific Coast. Fresno has, in connection with her many superior advantages, the second largest electric light and power plant in the State. This unlimited force illuminates the city, operates our factories, and will be made to propel our street cars and heat our homes.





DR. CHESTER ROWELL, PRESIDENT; F. K. PRESCOTT, VICE PRESIDENT AND A. V. LISEBY, CASHIER.

Fresno County Fresno County is in the geographical center of the State, and the heart of the San Joaquin Valley. It measures 128 miles from East to West, and 35 to 70 miles from North to South. It comprises 8,000 square miles, or 3,589,840 acres, of which 2,244,400 acres is tillable land, and the remaining 1,345,440 acres pasture and mineral land. The Mu e of History unfolds the record of the earliest settlers of this county, which dates back to 1851, when Coarse Gold Gulch became a prominent mining camp, and shows the establishment of the first store in this county here in the same year. Also, that in 1852, there was quite a settlement established at Upper Kings River, and that agriculture in this section really had its birth here among these sturdy primitive settlers of Fresno County. On April 19, 1856, Fresno County was organized, with the county seat at Millerton. It is bordered North by Merced and Mariposa, East by Mono and Inyo, South by Tulare, and West by Monterey and San Benito Counties. The Eastern portion of the county is formed by the Sierra Nevada Mountains, and reaches to the Coast Range on the West, a vast ellipse of rich farming and mining land. Debouching from the grand regions of the Sierras are the sources of Fresno, San Joaquin and Kings Rivers, the waters of which are so readily utilized for irrigating purposes on the productive and fertile plains. Following the organization of the county, villages and towns sprung up with great rapidity, from the profitable industries, made possible to establish by the unlimited supply of water led to the valley from Nature's endless supply in the Sierras. There are numerous forests in the Eastern and Southeastern portions of the county, containing the largest groves of Sequoia "Gigantea" or "Big Trees" in the State, some specimens of which are among the largest in California. There are many other varieties of trees in the foothills and mountains, the Western slope of the Sierras being covered with immense forests of lumber-yielding timber, embracing Red and White Fir, Sugar Pine, Yellow or Pitch Pine, Digger or Bull Pine, Mountain Pine, Black Pine or Tamarack, California White Cedar and Spruce, while the Oaks extend far up on the lower foothills along the valley. Throughout the valley has been planted groves of Poplars, Eucalyptus, and many other varieties of shade and ornamental trees which, when water is applied, attain a wonderfully rapid growth in size and height. Overshadowing all are the bold hoary mountains, rearing their heads of eternal snow, a chatoyant maze of mystic heights, "Whence many a bursting stream auriferous plays," forming a background of wonderful grandeur, and according Fresno County some of the most delightful scenery in America. In 1872 the first railroad reached the county, locating a station at the present site of Fresno City. Two years later the county seat was moved from Millerton to Fresno, thereby laying the foundation for the present Metropolis of the great San Joaquin Valley. During the infant years, and previous to the colonization of the county, in 1875, most of the land was acquired, and held in vast tracts by capitalists, who used it for grazing purposes during the winter months. But with the advent of the colony system, so prevalent in this county, the pastures were transformed into productive grain fields, orchards and vineyards, and to this system is largely due the success of Fresno, they having greatly stimulated the fruit and agricultural productions, and wonderfully increased the number of farms. The first established was the California Colony, in 1875, by Bernard Marks. The plans devised by him and adopted by the succeeding colonists were as follows: He bought twenty-one square miles of land, and in the center of this large tract, he selected six square miles; this he divided into 192 twenty-acre farms, each one-eighth of a mile wide, and a quarter of a mile long. Twenty-three miles of avenues were laid out, bordered by eucalyptus, poplars and other varieties of trees, which now give such welcome shade, and make the farms and vineyards have such an attractive appearance. Irrigating canals were extended through this land in three capacious branches, affording an abundant supply of water. Prominently among the colonies, which have done so much for the advancement and

prosperity of the city and county, is that founded by Thomas E. Hughes and sons in 1880. This colony immediately joins the city on the South and embraces 2,880 acres, which was sold to enterprising colonists. With the establishment of these colonies throughout the country, was the advent of the agricultural and horticultural era of Fresno County. There are many existing at the present in a successful and prosperous condition, yearly attracting more attention, and showing what wonderful results may be expected in the way of fruit-raising in this fertile section. Wonderful have been the developments of this county within the last fifteen years, and from her productive soil and unequaled water facilities has sprung her present wealth and prosperous condition. To-day she numbers her orchards and vineyards by the thousands, and all through her land run copious streams of water. Palatial mansions mark her country homes, surrounded by magnificent grounds, covered with trees of great beauty and dense foliage, and shady winding walks and drives skirted by beautiful shrubbery and flowers. The vineyards, which are the largest in the world, are perfect models of ideal semi-tropical homes, and present a picturesque appearance. Here nature, aided by art and intelligence, has created out of pasture lands and barren plains a paradise of marvelous productions attaining ideal perfection in her wines, fruits, grains, minerals and timbers, and as the Garden Spot of Central California, and the Spain of America, we present the Fresno County of to-day.

Soil The soil in Fresno County is as diversified as its topography and products have been shown to be. In the valley lands the soil consists of a rich sandy alluvium, gray ash, and red chocolate loam. A large area is composed of a rich clayey sedimentary soil, with water from five to fifteen feet below the surface, while in that part of the valley adjacent to the foothills, South of the San Joaquin River, and extending as far down as Fresno City, is a strata of red-clay land, mixed with white quartz, very much like the Malaga grape lands of Spain. Here and there through the valley are found streaks of land tinged with white alkali, which is very productive when reclaimed, but otherwise not very good for agricultural purposes, though there are a few crops which do better in soil containing some alkali. Among these are beets, asparagus and pears. On the mesas, or plains, there is much soil composed of debris washed from the mountains, mixed with vegetable accumulations. This makes an excellent fruit soil. Near the foothills on the East is a strata of black soil, called adobe, and largely composed of decayed vegetable matter. It is well adapted to grain and some varieties of fruit. All of these soils are very rich, and especially adapted to irrigation, and by thorough cultivation the water will remain near the surface all the year round. It produces every variety of fruit and vegetation in great luxuriance. The foothills, or thermal belt, is the true home of citrus and semi-tropical fruits. This belt is in a stratum of warm air in the hills a few hundred feet above the level of the valleys, and is exempt from frosts and heavy freezes, the most delicate flowers and shrubs thrive the year round, making this the most desirable citrus fruit belt in the State. The soil in this section is of great depth, and admirably adapted to the culture of fruits, especially to the growing of semi-tropical fruits and nuts, such as Oranges, Lemons, Limes, Pomellos, Prunes, Pomegranates, Almonds, English Walnuts, etc., which grow well, and yield a certain and bountiful crop of as fine a size and flavor as any in the State. Beyond are the mountains, much of which are used for pasture lands and bee ranches, while in the small mountain valleys the land is admirably adapted to the culture of fruits, especially to the growth of apples and cherries, which thrive and yield abundantly.

Fresno's Banks As irrigation to the soil is life and health to the products, even so are the banking institutions the sustenance of commercial life in every city. They indicate the depression or buoyancy of a place and keep alive the commercial body which would otherwise become inanimate and dead. There is a continual current of cash flowing from the banks through all of the arteries of trade, which is the sustenance and support of commerce, just as the blood from the heart constitutes the vitality of the human frame. Therefore, the presence of substantial, solid banks in a city is an indication of a powerful pulsation, plenty of cash permeating the entire commercial system, and a healthy condition of every branch of business. Judging from the presence within her confines of five banking institutions, Fresno's commercial life and interests are well succored, and the circulation of capital through her arteries of trade, attest the highest degree of financial healthfulness. These banks have always been allied to the progress and prosperity of our city, and their policy has ever been to promote as far as consistent with their own and their patrons' safety, the general well-being and rapid advancement of our various industries, and no city of her size on the Pacific Coast is so well provided in this direction, as will be seen by the presence of the First National Bank, with O. J. Woodward, President; E. Kennedy, Vice-President; and E. A. Walrond, Cashier, and whose official statement to the Comptroller of Currency shows as follows: Resources, loans, \$489,268.43; banking house furniture and fixtures, \$44,085.16; United States and other stocks and bonds, \$77,043.93; other real estate, \$40,367.22; redemption fund, \$1,125.00, and cash on hand and in banks, \$283,546.45. Total resources, \$935,436.19., Liabilities: Capital stock, \$100,000.00; surplus and undivided profits, \$158,734.07; circulation, \$18,750.00; deposits, bank and individual, \$657,952.12. Total liabilities, \$935,436.19. The Farmers' Bank of Fresno, with A. Kutner, President; Alex. Goldstein, Vice-President; John Reichman, Cashier, and whose official statement shows the condition of the bank to be as follows: Resources, loans and discounts, \$333,353.39; bank premises, furniture and fixtures, \$38,240.00; real estate, \$54,390.09; due from banks \$14,967.08, and cash in vault, \$54,674.85. Total resources, \$525,625.41. Liabilities are: Capital stock, \$200,000.00; undivided profits, \$29,134.43; individual deposits, \$286,693.77, and bank deposits \$9,797.21, or total liabilities \$525,625.41. The Peoples' Savings Bank of Fresno, with Dr. Chester Rowell, President; F. K. Prescott, Vice-President; A. V. Lisenby, Cashier, and whose official statement shows the condition of the bank to be as follows: Resources, real estate taken for debt, \$3,859.55; loans on real estate, \$134,270.81; cash on hand, \$7,578.60; due from banks and bankers, \$23,932.99; furniture and fixtures, \$1,367.86; expenses, taxes and other assets, \$1,190.95. Total resources, \$172,200.76. Liabilities and capital paid in, \$20,000.00; due depositors, \$149,618.19; interest, \$2,407.07; rents, etc., \$175.50, or total liabilities \$172,200.76. The Bank of Central California, with Louis Einstein, President; William Helm, Vice-President and Leopold Gundelfinger Cashier, and whose official statement shows the condition of the bank to be as follows: Resources, real estate, \$64,438.01; stocks, bonds and warrants, \$16,477.26; loans and discounts, \$200,919.56; cash on hand, \$60,563.84; due from banks and bankers, \$104,260.31; furniture, fixtures, etc., \$1,243.60; expenses, taxes, etc., \$13,494.29; and other assets, \$1,155.58. Total resources, \$462,525.45. Liabilities: Capital paid up, \$210,000.00; due depositors, \$228,563.52; and profit and loss account, \$23,988.93. Total liabilities, \$462,525.45. The Fresno National Bank official statement, showing: Resources, loans and discounts, \$344,082.72; overdrafts, \$3,775.32; United States bonds, \$50,000.00; stocks, securities, etc., \$6,913.65; furniture and fixtures, \$35,000.00; real estate and mortgages, \$45,071.05; due from banks and bankers, \$34,054.34; due from approved reserve agents, \$4,060.71; checks and other cash items, \$5,619.46; exchanges for clearing house, \$556.95; lawful money reserved in bank, etc., \$79,100.19. Total resources, \$610,584.93. Liabilities: Capital stock paid in, \$200,000.00; surplus fund, \$3,500.00; undivided profits, less expenses and taxes paid, \$7,873.84; National bank notes outstanding, \$45,000.00; individual deposits subject to check, \$157,833.29; demand certificates of deposit, \$191,377.26. Total, \$610,584.39.



O. J. Woodward.
E. Kennedy.
A. E. Walrond.

A. Kutner.
Alex Goldstein.
John Reichman.

John McMullin.
John D. Gray.
C. Allison Telfer.

Louis Einstein.
Wm. Helm.
Leopold Gundelfinger.

Dr. Chester Rowell.
F. K. Prescott.
A. V. Lisenby.

John J. Lisenby

County Free Schools

The following will show the thorough efficient work of the Board of Education in conducting and making this one of the finest public school systems in the State. New schools are established where there is a need for them, and the most diligent efforts are being made on their part to place schools within the reach of all children in the county. Total number of schools in the county, 187; of these three are High Schools, sixty-eight Grammar Schools, and one hundred and fourteen Primary Schools. Whole number of teachers employed, 193; of these 57 are men and 136 women. Average wages of teachers, per month \$72.63. Number of pupils of school age in the county, 8,000; number of pupils enrolled, 7,000; average number of school months taught per year, 7½; total disbursements per year (exclusive of buildings), \$140,000; value of school property of all description, \$300,000, distributed as follows: school houses, grounds and furniture, \$275,000; libraries (15,000 volumes), \$15,000; apparatus, \$10,000; number of separate school buildings, 125.

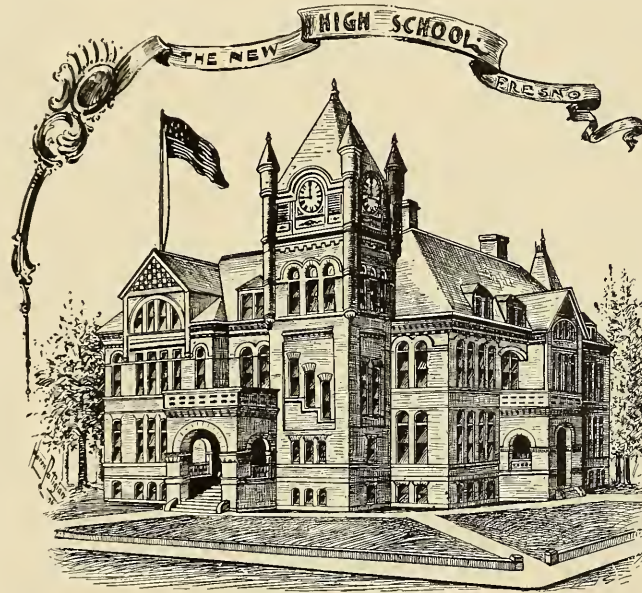
Books and Stationery Misses South and Fentem

He found that these ladies established their business in our city ten years ago in a small way. While a casual glance will

In his statistical work the writer called on this popular house for information in this publication.

prove that they carry a large and well selected stock, a closer observation of same, and a knowledge of their standing among their many patrons for the superiority of their goods, their fair dealing and their popular methods of doing business, convinces us beyond question that they are entitled to a leading position

in their line. Starting, ten years ago, in a small way, they have, by their strict application to business, in their conservative way continued to grow in volume of business and public favor until to-day they stand at the head, enjoying a trade of which few houses can boast. They carry a large and well selected stock of a high grade of stationery, fancy and plain, school books and school supplies, periodicals and literary books of every description, novelty goods and everything usually carried in a strictly first-class stationery house, and do a large retail and some wholesale business in the way of supplying schools throughout the city and county. These ladies are both shrewd business women, being well and favorably known throughout the county. Their place of business is 1909 Mariposa Street.



Realty From the income producing capacity alone, one would be convinced that the real estate located in Fresno County is gilt-edged. Yet it possesses a great value beyond this which arises from its favorable climatic conditions, for climate is as valuable as the fertile

soil itself. The existing conditions of this county truthfully portrayed in these pages, are convincing proof of the facts, that homes, orchards and vineyards here are more desirable than in other sections where crops are uncertain and weather disagreeable. Here the luxuries of the horticultural, viticultural and agricultural kingdoms are produced in wonderful profusion and in the highest state of perfection, which always command a high market price. It is a well known fact and stated elsewhere that the largest vineyards and some of the largest orchards in the world are in this county. While they cover considerable land, comprising some of the best in the county, there are thousands of acres of the same quality of land that has never been plowed which is strictly first class and as good in every particular, and can be bought at remarkable low figures. At the present time the market value of different kinds of property may be summarized as follows: Well improved land of the most productive soil at a convenient distance from Fresno can be bought from \$100 to \$200 an acre, the scale of prices running down to \$75, \$60, \$50, \$40 and as low as \$10 an acre for unimproved land. Land with fair improvements may be bought for \$75 while ordinary agricultural land would not cost as much as \$60 an acre, and lands cheaper than \$50 may be had in abundance. All of these lands are irrigated and have water rights which can never be separated from the land, as it becomes a part of same when it has been located upon. Therefore, no process of law, or neglect of owner can deprive that land of its right to water whenever the owner wants it. No good land with water rights can be bought for less than \$20 or \$25 an acre. Unirrigated lands can be bought for \$5. It is fertile land and when irrigated will equal the higher priced lands. The unimproved lands in the mountainous part of the county range in price from \$2 per acre up, owing to its unimproved condition and location, though fine fruit land in the mountains can be had at \$10 per acre, which, when planted to fruit, yield remarkable results, especially apples, an orchard often yielding a net profit of \$300 to \$400 per acre. Citrus fruit or orange land in the Thermal Belt varies in price as is elsewhere fully explained owing to its location and condition, whether smooth or rough land, prepared or unprepared for setting to fruit. Good land unleveled and unprepared for setting may be had at from \$30 to \$60 per acre, and the prepared and level lands ready for planting to fruit can be had at from \$60 to \$100 per acre. The improved citrus lands (planted to oranges, lemons, limes or pomelo) are yielding very satisfactory results, as has been explained, and it is seldom you find such a tract of land for sale, and when you do they are held at very high prices. The price of business property in Fresno, as in other cities is fixed by the income it produces, but a reasonable estimate fixes prices for the best business property at \$450 to \$500 per front foot exclusive of improvements, from this ranging down to very reasonable prices as in other commercial cities of the same importance. Resident property varies as in all cities of like climatic and commercial inducements, much of same being considered very reasonable in price. There are many beautiful additions which offer great inducements in price and terms in view of their location to the business part of the city. The real estate brokers of Fresno do a safe and legitimate business and have proved themselves of benefit to both buyer and seller and the city at large.

Irrigation For the benefit of those who claim that "something is wrong with the natural condition of things when land will not produce without irrigation," we may quite aptly cite the human system as an appropriate simile to illustrate the relationship existing between the soil and irrigation. The soil may be likened unto the body, the mountains whence the waters come, to the heart, and the water which continually flows through the canals and laterals to all parts of the valley, unto the blood that circulates through every artery at each pulsation. If the human body is unhealthy and suffering from a lack of blood, medical means are resorted to in producing more blood and a freer circulation. Nature has provided remedies to assist the organs of the human body in performing their duties, and likewise has she with the soil. When land is of a highly productive nature, and weak only through the lack of a freer circulation of water through its arteries, Nature comes to the rescue, and through the instrumentality of human aid provides a remedy for the assistance of a vital organ in the performance of its important functions,

by causing the waters from the mountains to flow down in continual currents through the arteries into the valley, thereby sustaining the life of the soil just as the blood from the heart constitutes the vitality of the human frame. While in the valley, in winter, flowers are heralded into birth by the kissing rays of the sun, the mountains are treated to a carnival of ice, and are wrapped in downy coats of snow, which in many places falls to a depth of 40 feet. This snow melting forms into immense lakes or natural reservoirs on the top of the mountains. The waters, finding an outlet through the boulders, reach the valley below, forming the head waters of two mighty streams, the San Joaquin and Kings Rivers, the waters of which are so readily utilized in forming the largest and most perfect irrigating system in the United States. The San Joaquin River, as has been stated, has its source in the Sierra Nevada Mountains, in a canyon, and for 18 miles below this canyon the waters of the river are 200 feet below the level of the rolling plains. It is fed by the snows from the mountains, and besides has many tributaries; flows in a northwesterly direction through the San Joaquin Valley, and empties into San Francisco Bay. The Kings River is one of the most important and valuable rivers in the State. It flows in a southwesterly direction from the Sierras to Tulare Lake, and has a drainage area of 1,855 square miles in the Sierras and foothills. These rivers, like all large streams heading high up in the Sierra Mountains, has two high-water periods each year. The first occurs about December, after the rains have set in, and continues through January. The second begins the first of May, and continues until July. This is produced by the snow melting in the mountains, and both rises occur at the time of year when the most water is needed for irrigating purposes. This county abounds in natural irrigating facilities and, contrary to the opinion of some, the soil from the fact of its being of a sedimentary character and underlined by a clayey formation, is naturally adapted to irrigation, and in many localities the soil obtains its moisture by means of subirrigation. The ample watersheds of the mountains insure constantly an endless supply of water, which by the means of canals is conveyed over most of the fertile plains, making the land which would otherwise produce but little, most highly productive and unequaled any place on the globe for a high class of products. There is in the county 300 miles of main canals, 1,000 miles of branch canals, and 5,000 miles of distributing ditches, and the farmer can, at his own option, flood his grain fields or turn on the water in little streamlets through his orchard or vineyard, thereby insuring an unfailing crop. Pure well-water is found at a depth of 60 feet, and the average rainfall is 8 inches.

Mineral Wealth It seems that in Fresno County, Nature has exhausted her store of rich gifts in her endowment of this favored spot, not only in wonderfully productive soil, valuable timber resources, and inexhaustible supply of water, but with untold wealth in minerals, which abound so profusely within her mountain regions. Coursing through the Sierra Nevadas are rich beds of ore, yielding precious and useful metals, and only awaiting the co-operative influence of capital and labor to produce startling and wonderful results. In '49 when "gold" was the electric bolt which startled the world and jostled California's commercial machinery into such sudden and violent motion, Fresno County had her magnetic gold field, too, and many mines of importance came into prominence then, giving a promise of great richness in ore. The mines in the mountains are rich in mineral deposits. Gold and silver bearing quartz and placer mining are both worked, but not extensively, as they have no easy transportation. The Fine Gold District composes a cluster of mines; one is called Coarse Gold Mine, the Lottie K., and the Sarah Althea Terry and the Fine Gold Cluster, all of which have been prospected, showing valuable deposits in ore, but none of them have been largely developed. The Henrietta Mine, in the Fine Gold Cluster, has developed great richness, the ore showing \$38 to the ton, but like all the mines located in the high Sierras has no near transportation, and its development has been retarded. Near the San Joaquin River are some very rich placer mines that have proved valuable to their owners, the operators realizing from \$15 to \$20 per day during the last six years. One of the richest and finest deposits of gold discovered in the county is the Huron Mine at Aubury Valley. It is located near transportation, and the quality of free milling ore varies from



Samuel Goldstein.
B. T. Scott.
E. C. White.

C. H. Reige.
R. B. Parker.
H. W. Skinner.

Hector Burness.
A. B. Smith.
M. R. Madary.

A. U. Warnekros.
R. C. Dorsey.
R. M. Thompson.

S. Evinger.
John H. Markham.
Augustine C. Elsen.

\$6 to \$46 per ton. About eighty miles northeast of Fresno, near the Mono county line, are the Minarets, the most wonderful discovery that has ever been made, consisting of mountains of iron in the Sierras. This is the Kings Creek Mining District, and consists of forty mining locations, all of which are 1,000 feet in length by 600 feet in width, and the ore contains iron (there being in sight sufficient quantity to build a double-track railroad around the globe), gold, silver, lead, copper, zinc, arsenic and other minerals, in practically inexhaustible quantities, and are undoubtedly the greatest mines in existence, and will eventually prove of immense value when transportation can be obtained. Explorations for these mines were commenced in 1880 up to 1889, all of which were located during this time. The largest portion of them were located by C. J. Beck, of Fresno, California, but the difficulties met with in reaching them have prevented any work in the way of development. There are some valuable copper mines in the Kings River Canyon which present a ledge four feet in thickness and ten feet in width, and the ore assays from fifteen to forty-five per cent. of copper. There are numerous gold and silver mines in the Sierras which insure a grand future for Fresno. While the Coast Range cannot compare with the Sierras in point of mineral wealth, their mineral resources are not to be despised, for located in this range in this county, and just about seventy miles from the city of Fresno, is the celebrated New Idria Quicksilver Mines, which are among the most valuable in the world, while coal mines and the asphaltum and gypsum deposits are already partly developed, and are found to be of great extent and value. Petroleum, asbestos, and valuable stone are also found. At Coalingo the coal deposits produced equal in quality the best found in the State. Oil has been found in the region around Coalingo, and boring is going on in a systematic way. The result is surprising, the oil, both in quantity and quality, being superior to any thus far found in the State. There is under contemplation the establishment of a refinery on the ground, this meaning much to Fresno County, and elsewhere more fully explained.

Towns of the County We may quite aptly compare Fresno City to an enthroned queen as an appropriate simile to illustrate the position of the towns of the county and the relation they bear to her. The colonies which form the suburbs of the city, and so completely surround it, may be likened unto her maids of honor, who shower their wealth of fruit, wine and flowers at her feet, forming a picture of imposing beauty grouped about her regal form, while the towns of the county which appear like flowers upon the border of her gown, are likened unto her faithful subjects who, by contributing the wealth of their products, enrich and make perfect her kingdom. The prosperous colonies are as follows: Most of them are thickly settled communities, comprising many elegant homes, vineyards and orchards, West Park, Fruitvale, Walters, Fresno, National, Clovis, Salinger, Kutner, Nevada, Lone Star, Central, Caruthers, Garfield, Enterprise, Scandinavian, Wildflower, Washington, Temperance, Easton and Olcander. These comprise ten to forty acre lots, which are in a high state of cultivation, producing wonderful results in fruit, and are divided by broad avenues lined with poplars and other trees, while wide irrigating canals are located at convenient intervals affording an inexhaustible supply of pure fresh water for stock and irrigating purposes. Among the towns of the county there are several that are large and thriving, and the following are the most prominent: Sanger, Selma, Fowler, Reedley, Clovis, Kingsburg, Mendota and Pollaskey. Sanger is situated on the Porterville branch of the Southern Pacific at the terminus of the Kings River Lumber Company's Flume. It has 1,500, is in the great thermal belt and much attention is being given to the culture of citrus fruits. Selma is situated fifteen miles south of Fresno, on the line of the Southern Pacific and has 2,000 population. It is quite a thriving place, has two newspapers, a large fruit packing house, a fine high school and many features of importance. The country around is very rich and productive and especially adapted to the culture of grapes and fruit. Reedley is situated in the wheat and grain center of the county and is located on the Porterville branch of the Southern Pacific. Fowler is ten miles South of Fresno on railroad line, has a population of over 700 and is in a very productive section. Clovis is a town recently built at the terminus of the Fresno Flume and Irrigation Company's Flume. It is situated twelve miles north-

east of Fresno on the Southern Pacific and is on the line of the New Valley road. It is in the center of a vastly rich fruit and grain producing section and has made rapid advancement. Planing mills, box factories and large flouring mills are now in full operation and the infant city is attracting wide-spread attention. Kingsburg is situated not far from Kings River on the line of the railroad. It is an important shipping point for various kinds of products, and has a population of over 300. Pollaskey is a little town on the San Joaquin River, at the terminus of the Pollaskey railroad. It has 200 population, and nestles near the foothills, close to the renowned pleasure resorts of the county. Mendota is twenty-two miles West of Fresno, at the end of the Southern Pacific division on the Sunset route, and has 250 population.

Oil Without doubt the most important petroleum field in the State has been discovered near Coalingo, this county, ten miles southwest of Fresno. The oil is said to be the finest discovered in the United States, and is 38 degrees gravity. A large syndicate has been formed for the purpose of developing the region, and have sunk several wells, some of which at the depth of 540 feet have developed into 40-barrel wells. It is valuable for making gas, being a high distillate oil that will volatilize at 200 degrees; they are selling their product at \$250 a barrel. The construction of a refinery on the grounds is under contemplation, and a prospect for the near future. There are 1,280 acres in the field, which has been leased by the syndicate, but the owners of all the adjoining sections are also sinking wells, and boring is going on in a systematic way, with comparative results, and it seems destined to be the oil field of California.

Poultry The impression prevails in the East that California is no poultry country, and that they cannot be raised profitably here. While this may be true of some localities of the State, it is most certainly not applicable to Fresno County, as all kinds of fowls thrive as abundantly here as in the famous poultry-producing sections of the East, and the markets are always supplied with home-produced turkeys, chickens and eggs. The climate is so favorable, and the grain produced so plentiful that they require very little if any care, and are not subject to the diseases so common to the fowls of the East.

The Olive The too prevailing delusion that Fresno, the grape-producing section of the State, is confined alone to the growth of this luscious fruit, is rapidly being dispelled. With such a diversity of soil, and by careful research and labor in ascertaining the qualities of same, it is possible, and has been demonstrated beyond cavil, that it is adapted to the growth of almost every known product, and is the Spain of America in more ways than one, being the natural home of the olive, and in the culture of which it is better adapted even than Spain, as the trees attain their growth much quicker, being at ten years old much larger here than they are there at forty years, and are free from the black scale and other pests and diseases so common to the tree in the olive-producing sections of the Old World. After careful experimental tests by our most thorough, scientific and successful fruit growers, it is now demonstrated beyond question that owing to the peculiar climatic conditions which exist here the pest to which the olive tree is subject do not exist, and even the trees imported here already effected with black scale or other pests became perfectly healthy and free from disease. The olive trees here seem to do equally as well on the plains as in the foothills, and are said to be the cleanest and most thrifty grown in any section of the State, and the fruit ripens from three to four weeks earlier. This seems to be a feature due to the climatic conditions alone. There are many thousand acres in this county waiting development, at from \$10 to \$40 per acre in the valley or among the foothills. It is usual to plant from 80 to 108 trees to the acre, 100 trees being about the average. A conservative estimate shows that at the third year trees will produce an average of one gallon per tree, at the fourth year average two gallons, at the fifth year four gallons, at the sixth year eight gallons, and continue to increase up to the twelfth year at the rate of about 60 per cent. The price per gallon heretofore has averaged about 70 to 80 cents.

Sperry Flour Company's Fresno Mills An intelligent, prosperous and enterprising people will estimate the character of a city and county by her manufacturing institutions, as well as by the quality and quantity of the soil's productions—cereals, fruits, vegetables and minerals. We, therefore, take no small degree of pleasure in presenting the Sperry Flour Company's Mills, the pride of the San Joaquin Valley, and one of Fresno's noteworthy industries, illustrated on the opposite page. The establishment of these mills in Fresno County created a home market, equal to any on the Coast, for all of her products, in the way of wheat and grain. They are new, equipped and fitted with all of the latest improved machinery and processes known to the art of manufacturing a high grade of flour of all kinds; also, meal, grits and feed. They are run by electricity, supplied from the San Joaquin Electric Power Works, employ about twenty men, have a capacity of 400 barrels per diem, 146,000 barrels per annum; purchase all of their wheat and grain at Fresno, and distribute yearly, in the city and county alone, over one quarter of a million dollars. Having the best wheat section in California to draw from, with their unsurpassed facilities for manufacturing, their flour has gained distinction for its superiority, not only in a local way, but in foreign markets. They have an extensive trade in a local way, extending to Central and Southern California, Arizona and New Mexico, as well supply the Government Posts of those sections, and export to China. To give the reader an idea of the business capacity of these mills, we will add that they filled one order alone recently for 1,500,000 pounds of flour. Mr. Harry Sherwood, the manager, has been directly identified with the material interests of our county in the production of wheat and flour for the past ten years, and is considered one of the best mill men in the State. He is one of our prominent citizens, and a member of the Fresno Chamber of Commerce, and an ardent worker in the interest of all things for the advancement of the city and county.

Hansen & Bang, General Merchandise Prominently identified with the growth of Fresno City and County, we find this firm deserving of special mention in our work, designed to furnish a fund of information to our local people, as well as to the great influx of emigration to this coast. This house was established in 1893, and by their straightforward and conservative methods of doing business have continued to grow in popularity and volume of business, until to-day we find they rank among our commercial houses with a trade of which, doubtless, many houses much more pretentious would be proud. They carry a well selected line of general merchandise, which is made up from the best productions in each line, carrying nothing but a first-class line of goods. In their grocery department they enjoy a nice trade, extending to the city as well as to the county. In their hardware and farming implement line they enjoy a good trade, extending through this and adjoining counties. They are sole agents for the famous Wm. Deering & Company's Harvesters, Mowers, Rakes, Plows and other farm machinery, upon which they are having a good trade, and which goods are known all over the United States for their superiority, all of said goods being warranted in every particular. They are also sole agents for the well-known Imperial and Princess Plows, which are manufactured especially for the soil in the various sections of the county, and which have given such general satisfaction, and proven to be the best plows made for this peculiar soil. These gentlemen are recognized with distinction for the superiority of their goods and their square dealings, among all our different nationality of people as well as their own countrymen, and are deservedly popular; being among our leading business men they are extensively known, and enjoy the esteem and confidence of all who know and do business with them. Their business address is the northwest corner of Front and Kern streets.



SPERRY FLOUR MILLS, FRESNO

Lands of H. Francis The accompanying illustration represents in part the improvements upon the Fresno County lands, owned and controlled by Mr. Harry Francis, of San Francisco. Mr. Francis is a financial agent, representing English capital, and an acknowledged authority in matters of land values and California securities. The interests represented by him are very closely identified with Fresno County. Aside from controlling large landed interests he is a director in the corporation, owning the irrigation system that has made Fresno what it is to-day. The lands owned and controlled by Mr. Francis lie in different directions from the city of Fresno, and embrace some of the choicest localities in the county. They present a very wide range of adaptability, and a great variety of conditions. There is probably no branch of horticulture or agriculture that may be carried on successfully in California but what will find soil and conditions adapted to its needs at some point in Fresno County. The lands that we are describing possess all of the varied conditions of soil that can be found in the county, and an unfailing water supply. The land ranges from the strong, rich, chocolate loam through the lighter qualities of red sandy loam, which is so valuable for citrus and deciduous fruits and vines, to the light ash and light sandy loam, which is, perhaps, most valuable for pears, peaches, raisin vines, general farming and the production of garden truck, hay, grain, alfalfa and other forage plants. Too much value cannot be placed upon these last named products. Alfalfa is proving a very profitable plant to the farmers of the San Joaquin Valley. Particularly is this a fact in connection with the raising of hogs, poultry and stock, in addition to the sale of hay, of which alfalfa yields a large amount to the acre. That oranges can be successfully grown upon these lands is demonstrated by numerous examples to be seen everywhere about. The picture of an orange grove and blossoms, here given, is a fair average example, showing what may be accomplished upon land that is adapted to citrus fruits in connection with good irrigation facilities. The grove from which this photograph was made is three years old. It presents a most vigorous growth and healthy appearance, and, perhaps, cannot be surpassed as an example promising early maturity and profit. It may be of interest to readers to know that late frosts that have injured the fruit trees at many points in the State did not visit the citrus and deciduous fruit lands that we are describing. In fact, frosts are practically unknown, which condition is a most advantageous one, and makes the planting of citrus trees a safe and profitable venture. They are shown in the picture a peach orchard two years old, a two-year-old vineyard, both of which are fair examples of what may be done in these lines. There is also a picture of a model colony home, being a photograph of one of the homes upon the Francis Colony lands. The Herndon branch of the Fresno Canal and Irrigation Company's system is also shown, giving an idea of the very excellent irrigation facilities possessed by the lands. The water for irrigation is supplied in abundance, and at exceedingly low rates. The above-described lands, comprising several thousand acres, are offered for sale by Mr. Francis, in subdivisions of five acres or more, to suit purchasers. The prices and terms are entirely consistent with the capabilities of the land. Any industrious person with a small capital, or any person who can meet a small monthly installment may here acquire a home and a competence. For further particulars call or address H. Francis, County Land Department, Rooms 69, 70 and 71, Chronicle Building, San Francisco, Cal.



VINEYARD AT 2 YEARS OLD.
PEACH ORCHARD AT 2 YEARS OLD.

HERNDON IRRIGATION CANAL

COLONY HOUSE.
ORANGE GROVE AT 3 YEARS OLD.

The Grape Almost every known variety of the raisin, wine and table-grape have been imported into this section from their native-producing sections of the Old World, and it seems that each is a natural adapt of this soil, so bountiful do they produce and attain such wonderful perfection. So many and varied are the kinds that it would be useless to mention each in particular, but to give an idea of the yield we call attention to the accompanying illustration of the Thompson Seedless, taken from Dr. G. A. Hare's vineyard, at three years old, which gave an average yield of fifty-six pounds to the vine, having 500 vines to the acre, or 28,000 pounds of grapes to the acre. The Thompson Seedless is used for drying purposes for raisins, and extensively for table-grapes, and often bring four cents per pound for the latter purpose. When used for raisins they make a very superior quality, and have become famous from this particular section. The Sultanas are also seedless grapes, and very similar to the Thompson Seedless in point of size and productiveness, and are used extensively for raisin purposes, though the main raisin-grape is the Muscat, which is also the

principal sweet wine and brandy grape. Her large acreage, great number of vineyards and yearly output of table-grapes, raisins and dried grapes, wine and brandy makes it conclusive that this is not only the grape-producing section of California,

but one of the largest in the world. In this favored locality the vines produce two crops per season.



From DR. G. A. HARE'S VINEYARD, at third year, which gave a yield of 56 pounds to the vine, at one year old.

The Orange On the sixth page we show a photographic view of a model orange tree five years of age, as it now stands in the Berry & Wallace orchard, about two miles north of Centerville in this county. There are thousands of beautiful trees now growing thriftily in that neighborhood, and many of them equal this one in symmetrical form and vigorous growth. The trees in this vicinity are absolutely free from disease, smut, scale or pest of any description; water is abundant for irrigation, the soil and climate are almost unequaled,

and absence of fog and wind also contribute much toward making this a perfect citrus fruit section. The comparatively low prices of land also constitute a very strong argument in favor of this locality.—*The Interior*.

St. Augustine's Academy This college has been established in our city two years, and in it we can boast of one of the grandest and most noble of the many grand and noble educational institutions on the coast. It is under the direction of the Sisters of the Holy Cross, an order of teachers whose lives are devoted to educational work, and who are trained especially for their work, and whose Mother House, at Notre Dame, Indiana, has for the past forty years possessed the reputation of being one of the largest and best-equipped and most practical educational institutions on the American continent. It is a branch of the Mother House, like all the colleges of this order in the large cities throughout the country, whose work in establishing and building many of the greatest educational institutions of which we can boast, and whose labors have done so much to civilize and christianize the people of the world, have been characterized by all nations as pre-eminently the grandest system of teachings—of formulating and molding the character of the model Christian father and mother—the world has ever known. These kind and gentle Sisters teach by example more forcibly than by precept, always having the most perfect system of deportment, and enjoy the highest esteem and love of their pupils. Every student intrusted to their care is taught that God is the ultimate end of creation; that He alone can satisfy the higher aspirations of the soul, and that the knowledge of the material universe, with all its manifold beauties and impenetrable mysteries is not the highest exercise of the intellect; that it is only when expanded, ennobled and spiritualized by the knowledge and practice of the sublime truth of faith that it is in harmony with the divine idea. To all is unfolded the truth that the beautiful which exercises so powerful a charm over the hearts of youth is the reflection of the true, realized in its perfection in Christianity, and that the material is sublime only in proportion as it is really or apparently related to the archetype of eternal beauty. The responsibilities implied in creation are taught to all, irrespective of religious belief; that the fulfillment of these duties will be recompensed with the divine munificence, their non-fulfillment will deserve punishment; that willful ignorance of these responsibilities is culpable, and may deprive the soul of eternal beatitude; that virtue is happiness, and the highest aim of art is to diffuse over the finite a tinge of the infinite. The aim of education and the sacredness of duty are constantly kept before the minds of the students, and carelessness in the fulfillment of the obligations of school life is not tolerated. So thorough and popular are the methods of training and culture at this academy, as well as all of these colleges throughout the country, with all creeds, that the Protestant attendance is as large as the Catholic. They teach all branches in a thorough English education from the kindergarten department to the higher branches of science and art, vocal and instrumental music, elocution, commercial bookkeeping, etc. In all of its departments it is presided over by the most competent and able teachers, and each being as complete throughout as though it were a special school for that department alone. In the Drawing and Painting department the same principles of instruction used in all of the high art schools of Europe form the basis by which the student is taught the very A B C principles of art from a practical standpoint, and grows up with the art as the pupil's capacity is enlarged. The paintings exhibited at the academy are works of the students, and do ample justice to their instructors, being fine specimens of art, showing remarkable accuracy in drawing, a delicacy and smoothness of work, and a perfect conception of mingling and shading. The Sisters of the Holy Cross are now preparing to build an extensive college in our city which will be a model after their large and well-equipped colleges in all the larger cities through the United States, and which will not only do credit to our fair city but be one among the largest in the State, and decidedly the finest in the San Joaquin Valley.

We regret very much our inability to include an illustration of this new building, but as the sisters had not decided definitely on their plans, we could not have the proper drawings made.

Fresno Business College and Normal School

It is with a good deal of pride that we refer to this educational institution, which is now one of the permanent and solid institutions of the State. It is to-day in a flourishing condition, under the able management of Ramsay & Ramsay, who purchased it last April. This firm is especially well fitted to conduct such an enterprise, being both experienced and successful business men, as well as educators. George S. Ramsay was graduated from the classical department, Oberlin College, Oberlin, Ohio, in 1883, and has received from it the degrees of B. A. and M. A. Immediately after graduating Professor Ramsay was elected principal of Kidder Institute, Kidder, Mo., which position he held successfully for five years, when he resigned

to become principal of the Las Vegas Academy, New Mexico. In 1892 Mr. Ramsay was elected principal of the Normal and Preparatory Departments of the University of New Mexico, in which position he was most successful. A few years later Mr. Ramsay became the principal of the Albuquerque Academy, resigning it that he might take charge of the Fresno Business College. It will thus be seen that Professor Ramsay is especially well fitted to build and make a permanent success of such an institution as this. William Ramsay, principal of the Shorthand and Typewriting Departments, has had



a very thorough preparation for his work. He is a graduate of Kidder Institute, and of the Shorthand Department of the Oberlin Business College, where he has also done several months of post-graduate work, and has had six years' experience as bookkeeper for a large firm. Mr. Ramsay has already compiled a Shorthand Exercise Book, and has shown marked ability as a student and a teacher of stenography. In the nine months that Ramsay & Ramsay have owned the institution the enrollment has increased from 11 to nearly 300, and to keep pace with this attendance eleven new teachers have been added to the faculty. Many valuable equipments and improvements have been added, with library and to-day Fresno Business College and Normal School offers educational advantages equal to any, and superior to many of the schools on the coast. A brief outline of the work done at this institution might be desirable.

The business rooms are under instructors who have not only the theoretic knowledge on their subjects, but who have had practice and experience with the methods of the business world. The Actual Business Department, recently added, is especially important, as it makes its students thoroughly acquainted with the latest and best methods of transacting business. The Shorthand Department is in charge of competent teachers, and is equipped with standard typewriting machines. Students will receive a thorough preparation of practical office work and reporting. The Normal Department

has been added for the special purpose of fitting young people for teaching, and there is no reason why there cannot be a strong private Normal School here, that will compete most favorably with the State Normals. In this, private Normals at Ada and Lebanon, Ohio, and Big Rapids, Mich., have trained hundreds of successful teachers, not only for the States mentioned, but for the whole Union, and the Fresno Normal will be run on the same plan as those mentioned. The Preparatory Department, where students, whose early advantages were deficient, and who need special attention, is

meeting with much success. The Department of Elocution and Physical Culture, under the instruction of Mrs. B. P. Ockenden, is fast becoming deservedly popular. The work of this talented teacher is so favorably known in this vicinity that little need be said, for the people realize that the instruction given by her is equal to any in the



PROF. GEO. S. RAMSAY.

PROF. WM. RAMSAY.

PROF. THEO. MADSON.

State. Department of Music, under the direction of Prof. Paul Fast, a musician of rare ability and experience, who is now in charge of a large and successful conservatory in the East, will open a Conservatory of Music this fall in connection with the College. It will be run on the same plan as the Eastern conservatories, and all branches of vocal and instrumental music will be taught by only first-class teachers, who are specialists in their work, and every effort will be made to make the conservatory the leading one on the coast, and equal to those in the East.

F. M. Roessler's

Estrella Blanca Vineyard

This is a model Fresno County home and vineyard, illustrated on the opposite page, where experience, capability and energy, coupled with the rich and fertile soil, yield the most profitable and satisfactory results. Here will be found the truest and safest illustration of a home and vineyard, such as can be made by converting to use the thousands of acres of land in this county now awaiting further development.

Its soil is composed of a rich red sandy loam and is especially adapted to the growing of the raisin and sweet wine grapes, the aroma and flavor so necessary to a choice quality of port and sherry being fully retained, and all kinds of fruits and vegetables. This vineyard comprises 180 acres, of which 100 acres are planted to the wine grape, 40 acres to the Muscat and Sultana raisin grapes and 40 acres, including orchard and premises, to alfalfa hay. Embraced in the latter are figs, oranges, olives, peaches, apricots, Bartlett pears, palms and evergreens of many varieties, in the midst of which stands the residence, a commodious and well devised home built with an eye to comfort, with broad shady verandas, from which is presented one of the grandest and most picturesque views in the valley, the eyes resting upon Mt. Whitney and the snow-clad Sierras, while down in the valley below the vineyards and orchards mingle their shades of green, presenting a panorama of wondrous beauty. An important feature in connection with this vineyard is its winery. It is equipped with all the latest machinery and appliances for the successful prosecution of the industry of manufacturing and producing a high quality of sweet wines and brandies with a capacity of about 50,000 gallons annually. As has been said before, this soil is especially adapted to the growing of a high class of wine and brandy grapes and his products have gained prestige for their superiority where they have been introduced, and he enjoys an extensive trade in a local way among those who are select in their wines and brandies. Personally, Mr. Roessler is a congenial, pleasant and hospitable gentleman, and one of our respected and conservative citizens. He is a native of Germany and raised on his father's vineyard by the River Rhine, where he acquired his superior knowledge in vintage viticulture and wine making. After having made a tour of the world he visited California with the intention of establishing a vineyard, and, in searching for the best location, his choice fell upon Fresno County, finding it the best adapted of any section, and the soil equal to the world-renowned wine producing vineyards of the Rhine, settled here sixteen years ago and bought the site of his present vineyard, which was nothing but a bare tract of the most fertile soil. But being possessed of those admirable energetic and staying qualities, characteristic of the German gentleman, put his shoulder to the wheel and soon had all his land under cultivation and on a good paying basis, and to-day it is one of the best managed and most prosperous vineyards in the valley.

The Boston Milliner,

1044 J Street

This is an enterprising house, and takes a leading position in this branch of commerce, always found abreast the times, with a first-class stock of goods and catering to a first-class trade. Mrs. H. M. Nutt, the proprietress, established this house five years ago and has conducted it on such conservative principles of business and such popular methods, always carrying a first-class line of the latest styles, that she has gained destination as one of the leading milliners, and established a trade of which many larger and more pretentious houses would be proud.

Having been engaged in this same line for many years in the East, which is the home of art and fashion, before locating with us, she was well prepared to enter her line as a competitor for a high-class trade.

She immediately went into public favor and has always maintained a leading share of this patronage. Employing none but first-class trimmers and designers, and giving her personal attention to each department she has secured the best results and given perfect satisfaction. We find her house with a large stock of all the latest styles and fashions, and decidedly one of the prettiest stores in the city. Personally, Mrs. Nutt is a lady of rare artistic ability, and stands high in a business and social way.



WINERY.

F. M. ROESSLER'S VINEYARD
RESIDENCE.

INTERIOR OF WINERY.

A. U. Warnekros, Bicycles and Sporting Goods

For the benefit of our readers, we bring to their notice those of our leading commercial houses in each branch of trade, which not only do credit to this fair city, but would be a credit to any city on this coast. Nothing is truer than the fact that an intelligent, industrious and enterprising people will judge the character of a city by her commercial houses as well as by the quality and quantity of her soil's productions. Preliminary to further remarks, we wish to call attention to the photo-engraving on the opposite page, showing the residence and grounds of Mr. Warnekros, which carries with it a certain degree of pride and industry, so necessary to a successful business career. This is a lovely home just two and a half miles from the business center of the city, where he is extensively and successfully engaged in agricultural and horticultural pursuit, growing all kinds of grain, hay and nearly every variety of fruit. He established his commercial house with us in 1885 and it has always been marked with a degree of distinction on account of the superior quality of goods handled by him in his various departments, his low prices and conservative methods of doing business. It is the largest house in this line in the San Joaquin Valley, between San Francisco and Los Angeles—an emporium of variety. He carries the largest and best selected line of bicycles in the valley, among which are the famous Barnes, the White Flyer, Cleveland, Stearns and Tribune. The superiority of these goods as well as the low prices and reasonable terms are now attracting notable attention and much deserved comment, both he and his employees in this department, being members of the L. A. W. (League of American Wheelmen), which is one of the largest organized clubs in America, gives them many advantages in the way of the latest styles of wheels and devices and general information in the science and art of cyclery. He carries also an extensive line of high grade guns, ammunition, cutlery, sporting and novelty goods, enjoying an extensive local trade in a retail way as well as a wholesale trade extending through this and surrounding counties. The art of buying goods is the most important one in the various branches of trade and commerce, for it is notably true that all the shining lights in the commercial world are and were men well versed in this art, which can only be acquired by years of experience and patient study. In this particular Mr. Warnekros, bears a special distinction of being one of our best and most successful merchants, which satisfactorily accounts for the fact of his surprising the trade with low prices for a superior quality of goods. Many high grade articles in this line being of foreign manufacture, he is compelled to import in large contract quantities, which gives him advantage in prices as well as in quality. He has been directly interested in the material growth of our country, is one of our public spirited business men and an active member of the Fresno Chamber of Commerce and other working and social societies for the advancement of Fresno City and County.

C. T. Cearley Fresno is new, youthful, energetic and cosmopolitan, and he who caters to its multitudinous and various wants must be of like character. A striking example of this is that five years ago C. T. Cearley, then about twenty-five years of age, came to Fresno and established a news agency. He is a native son of Alameda. Having been connected with an agency at San Jose, he came equipped with a clear knowledge of the trade. Notwithstanding the unusual scope of the demands made upon him by the reading public for this paper or that magazine from the East or Europe he met it whether it was a source of profit to him or not, and through his spirit of accommodation he secured the friendship as well as the patronage of the public until now he not only enjoys a lucrative business, but has, as a matter of fact, the largest news agency in California outside of San Francisco. In connection with his news agency, now located in the Fiske Block, at 1111 J street, he carries a full line of stationery and supplies, foreign and domestic magazines, up to-date literature and current fiction. Also, he is the local agent of Blake, Moffitt & Towne of San Francisco, for printers' supplies, and is, as such, in great demand by the local craft. He is as genial as he is prompt, energetic and accommodating, and has made his agency indispensable to the citizens. He deserves the success which he has won, and his hold upon the patronage of the people is so firm that he may be considered one of Fresno's most deservable permanent fixtures.



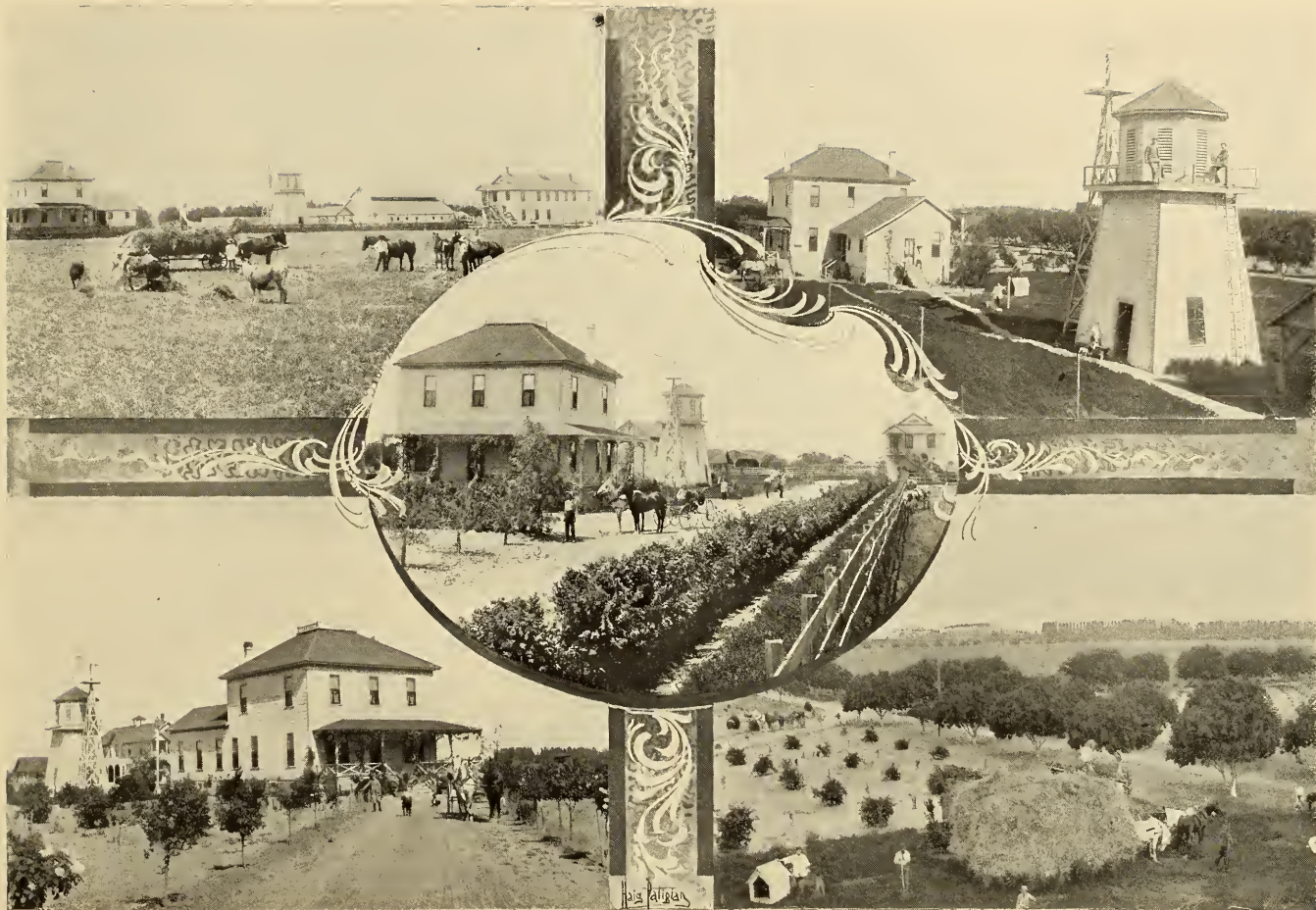
INTERIOR OF STORE
LAKE AT RESIDENCE.

A. U. WARNEKROS' PREMISES.

2-YEAR-OLD PEACH ORCHARD.
RESIDENCE.

Anita Vineyard Lying to the northeast of Fresno City is the well-appointed and highly-productive property of the Pacific Agricultural and Colonization Company, known as the Anita Vineyard. This vineyard is in the heart of the best improved portion of Fresno County, and adjoins the well-known Barton, Eggers and Forsyth vineyards. The property contains 160 acres, and is planted out to Muscat and Sultana grapes, has fine avenues of fig trees intersecting it, and also trees of the same variety planted round the boundary lines, also a rich alfalfa pasture which supplies hay and feed for all the stock the year round; the vines and fig trees are all in full bearing, and yield heavy crops annually. The soil is a rich heavy loam, easy to work, and being in the sub-irrigated belt, requires no surface irrigation of any kind whatever. The property is laid out in a systematic and artistic manner, the buildings are substantial, commodious and well arranged, and the finest of any in the district. They are located in the center of four 40-acre blocks, with beautiful graded avenues of fig trees leading in from the four sides of the vineyard. This magnificent property is always kept in a high state of cultivation, and is well known as one of the best and most productive in the county, with its delightful avenues and approaches, together with the charming surrounding neighborhood, it is well worthy a visit at any time. The Pacific Agricultural and Colonization Company owns about 2,000 acres of vineyard, orchard, alfalfa and farming lands in Fresno County, the various tracts being known as the Anita Vineyard, Victoria Colony, Elvira Colony and Alta Colony; all are well located, and covered by the canals of the Fresno Canal and Irrigation Company. Messrs. Balfour, Guthrie & Co., of San Francisco, are the managers, and Mr. Hector Burness, who resides on the Anita Vineyard, is superintendent of the company's various properties.

Wellman, Peck & Co. The advantages possessed by Fresno as a commercial center and a distributing point, are well illustrated by the fact that five years ago the great wholesale grocery house of Wellman, Peck & Co., of San Francisco, established here a branch house, from which to supply the retail grocery merchants throughout Central California. This is one of the best-known grocery houses on the coast, and, notwithstanding the sharp competition among wholesalers in this branch of trade, this house has held its place at the head of the procession, gradually gaining ground, until to-day it is an important factor in the commercial supremacy of this State. Valuing its reputation above aught else, and not willing to win a temporary triumph over competitors by questionable methods, it has never swerved from an honorable course. Fair dealings and liberality have characterized its career throughout, and by the experience and intimate knowledge of all the details of the business on the part of its management, it has won its present proud position in the commercial world. The Fresno branch is to all intents and purposes the same as the chief house in San Francisco, in the way of carrying an extensive stock of staple and fancy groceries, cigars and tobaccos, teas, and everything usually carried in a large wholesale grocery house. They occupy handsome and commodious quarters in the Hughes Building, 60x100 feet, and the basement of same. They have an extensive trade through the city, county and Central California, extending south to Bakersfield. The Fresno house is in charge of Mr. A. B. Smith, who gives his personal attention to their many customers throughout the country, looking closely after the company's interest. He is one of our most enterprising and public-spirited citizens, being a member of the One Hundred Thousand Club and the Chamber of Commerce, and an ardent worker in all enterprises for the advancement of Fresno County and Central California.

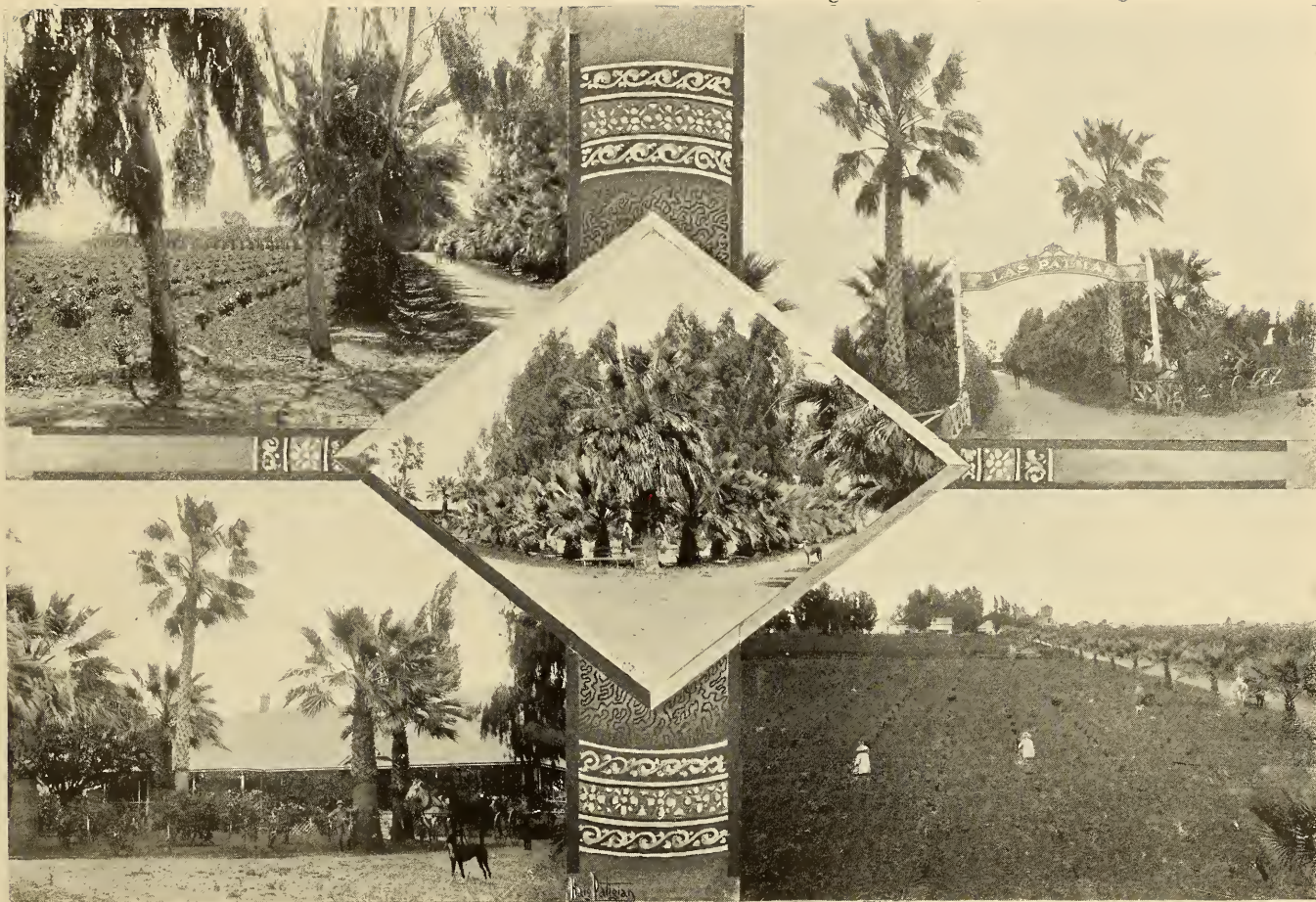


RESIDENCE AND VIEWS AT ANITA VINEYARD.

Las Palmas Vineyard This beautiful vineyard, situated about five miles northeast of Fresno City, is in the sub-irrigated belt of rich land known as the Nevada Colony, and is surrounded by other highly improved properties, such as the Anita, Eggers, Forsyth and Logan vineyards. Las Palmas is widely known from the artistic manner in which it is laid out, and its avenues of beautiful palm trees leading from the east and west sides of the property, converging at the headquarters, where is situated one of the neatest and most enchanting of country villas, nestling in the midst of a grove of tropical trees and shrubs of every variety, truly an ideal home. The barn, packing house and other outbuildings are large and well in keeping with such a finely improved property. Las Palmas depot of the Southern Pacific Railroad Company is located on the east boundary line of the vineyard, and from this point the produce of the neighborhood is shipped. The property consists of 160 acres, and is planted out in raisin and wine grapes of choice varieties; also, a large orchard of Bartlett pears. The vines and trees are all in full bearing, and are very productive. Las Palmas is the property of the Balfour-Guthrie Investment Company of San Francisco, and is managed by Mr. Hector Burness of the Anita Vineyard. It is kept in beautiful order, and its artistic attractions are highly appreciated by residents and all visitors to the famous raisin center of California.

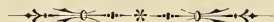
Herbert & Brooks, Books and Stationery Evidence that the people of Fresno appreciate the efforts of energetic business men is shown by the popularity of this house. Founded four years ago, it has ever enjoyed the confidence of the community and a leading share of the patronage. It is at this well-known and popular place you can get anything in the line of stationery, novels, books, all kinds of magazines, and San Francisco daily papers and the latest periodicals. A fine line of novelties, toys, cutlery, dolls and toilet goods are carried and a specialty is made of Eastman's toilet articles and fine stationery. This house is characterized for fair dealings, low prices, polite attentive service and superior quality of goods. This is in every particular an up-to-date stationery house, with all of the latest works of fiction, science works, etc. The proprietors, Messrs. Herbert & Brooks, are of our most estimable young business men, and possessed of rare business ability, impressing one at once with a belief in their sincerity and thorough reliability, and by their pleasant affable manner making it a pleasure to do business with them. These gentlemen stand high in a social and business way and have established an enviable reputation for their house, which is under their direction and personal supervision. They are ever interested in all matters for the advancement of Fresno, and there seems to be a wide field awaiting them in higher honors and greater distinction in their vocation.

Fresno Bakery, 1127 J Street The subject of this article forms an important factor in the trade of our city, and is a house which can be commended to the patronage of the most economical buyers. It was established in 1888 by Mr. Weimar, and has become noted for the superior quality of the bakings which they turn out. Their bread is recognized to be of the best in the city by their many customers, and their cakes and pastries are unsurpassed, the reason being that they are prepared with the most extraordinary care, and by the most skilled and scientific workmen. Mr. Weimar himself is a professional and experienced baker and employs only the best bakers in every department; therefore, the reason for the good standing of his house. The lunch department of his establishment deserves special mention. It is a model of neatness, and every thing served is of the best quality. He has been identified with our people for the past eleven years, and is well and favorably known, and as a citizen and business man stands high. Mrs. Weimar assists her husband in giving their personal attention to the business, which insures more and closer attention; she is a pleasant and affable lady and knows how to make things pleasant for their many guests.



RESIDENCE AND VIEWS AT LAS PALMAS VINEYARD.

Kutner-Goldstein Co. As a matter of pride, as well as a duty, in our work devoted extensively to the many inducements to the investment of capital, and the establishment of homes and industries in Fresno City and County, we devote some space to the subject of this article, which is not only the largest commercial institution in the county, but of the San Joaquin Valley. It is our pioneer house, having withstood the severe storms of commerce, marching on hand in hand with our people, ever increasing in volume of business and in popularity, until their name is synonymous with the onward progress of Fresno. It was established in 1873 by the senior members of this firm, and since its interception has ever been our leading house. To give the reader an idea of the magnitude of this establishment we will say that it will be almost impossible to call for an article of merchandise not found in one of their various departments. To all intents and purposes it is just the same as eleven great commercial houses combined in one, covering an area of 146,925 square feet. The dry goods department, 25x140; fancy goods department, 25x140; clothing department, 25x140; boot and shoe department, 15x80; millinery department, 12x50; furniture and carpet department, 25x150; stationery department, 25x75; hardware department, 50x100; tinning and plumbing department, 50x100; grocery department, 30x100; grain and warehouse 60x400 square feet. They also have large department houses, similar to this home house, at Selma, Fowler and Hanford, which are conducted on the same plan, and controlled by the house here. They have their buyers in all of the great markets in the world, who get all the advantages which markets offer to buyers for cash, in car load lots, and large contract quantities, by which they are in position to profitably sell goods to their retail customers at prices even below, doubtless, the cost of such goods to small merchants. They have become noted for the superior quality of their goods and the low prices at which they sell. The officers of this corporation are: A. Kutner, President; S. Goldstein, Vice President; Arthur Dinkelspiel, Secretary and Treasurer. Mr. Dinkelspiel gives his personal attention to the management of the business, which is a good and sufficient reason, in addition to their many superior advantages for the present popularity of the house.



Golden Rule Drug Store, In discussing the relative merits of the various firms of Fresno, we present the popular, progressive
1730 Mariposa Street house of the above named gentleman, which is a model in its line. This house was established in our city nine years ago, by Dr. Bassin, the proprietor, who has won for it the enviable reputation of being among the leading drug houses in Fresno. He carries in stock all the requisites of a first-class house, consisting of pure drugs, chemicals, perfumes, toilet articles, and a complete line of all proprietary remedies of acknowledged merit and standard reputation, druggist's sundries and physician's supplies, as well as many efficacious remedies of his own manufacture, which have become very popular, and among which we note especially French Fever and Ague Cure, and German Bitters. These medicines have been tried successfully for over thirty years in Europe and America, and have been found by the doctor to be the best remedy that has been discovered for malaria in any of its forms, and a positive and speedy cure for chills, fever and malaria. At this drug store a doctor of long experience, and a graduate of the best medical schools of Europe and America, will prescribe free of charge. The utmost care and caution is taken in compounding medicines of all kinds, and where the prescription clerk is a chemist of rare ability, and a graduate in pharmaceuticals. Dr. Bassin is also a practicing physician, a graduate of the best medical schools of Europe and America, and a specialist of successful ability. In his profession he has a large experience, and made an analytical study of the curative art for over thirty years. There seems to be a wide field awaiting him in higher honors and greater distinction in his vocation.



EXTERIORS AND INTERIORS OF KUTNER-GOLDSTEIN CO'S STORES.

Cold Storage and Packing House. An observer of Fresno's commercial resources cannot fail to notice the metropolitan airs which she is so rapidly assuming, and that some of her enterprising merchants realize this fact and partake of metropolitan ideas themselves is shown by the extensive preparations being made to supply the demands of such a progressive city. Notably of these is the establishment of a Cold Storage Plant by S. Evinger, proprietor of the City Market, 1147 I street, for the packing and refrigerating of meats. This fills a long-felt want in Fresno City and County, as well as in Central California, it being the only Cold Storage and Packing House between San Francisco and Los Angeles. The photo-engraving on the opposite page will give the reader a better idea of the magnitude and extent of the operations of this industry than we can by mere description, though we add that they have a capacity of 50 to 75 beeves, and manufacture in connection their own ice for refrigerating and packing purposes. Mr. Evinger does an extensive business in a retail way, extending to the first-class trade of Fresno City and surrounding country from his City Market, and a fine wholesale business, extending to the city and the towns throughout the county and Central California. He has been identified with our people in this same line for the past seven years, in which time he has gained the distinction of being the leader, handling only first-class and pure meats. The fact that refrigerated meats are the purest, most palatable, and conceded to be the healthiest by all physicians, is too well established to need a reiteration here, though the purity of these meats is more strongly demonstrated by the fact that in all large cities where they have the facilities, the first-class trade will use nothing but refrigerated meats. His retail, as well as his wholesale and packing departments, is a model one, as is shown by the illustration. His recent improvements for packing, together with his extensive slaughter-house facilities, well prepares him to cater to the wholesale trade of the valley, and the reputation of his house is a sufficient guarantee that all orders intrusted to him will receive the most careful and prompt consideration. Mr. Evinger is one of our business men who is directly interested in the material development of our city and county, and who is always found at the head of any enterprise for their advancement, and in a business way occupies an enviable position.



San Francisco Underwear House, A striking example of the prompt recognition of merit is found in the rapid growth and popularity of the house under notice which has been established here over a year, but recently purchased by Mrs. S. R. Senical, the proprietress, and which has since developed a patronage that is both a splendid tribute to its management and a credit to Fresno. This store is located at 1817 Mariposa Street, and carries a handsome stock, embracing ladies' and children's underwear, hosiery, corsets, and fancy goods, making a specialty of Warner Bros.' Health Corsets, and the manufacture of ready-made underwear, ladies' waists, etc. Mrs. Senical buys East and in San Francisco, in large quantities, at contract prices, and is thereby enabled to give her customers ready-made garments at almost the same price that the bare material would cost them elsewhere without the making. All work turned out by her house is strictly first-class, and of the latest style, and in every particular perfect satisfaction is given, as only the most skilled help are employed, and every department of the work is under the personal supervision of the proprietress. That Mrs. Senical is conversant with her business in every detail, and that she is an artist in the line is demonstrated by the able manner in which she conducts her house, and her keen business preceptibilities. She is a very pleasant, kindly lady, and one with whom it is a pleasure to do business, and by the establishment of her house here has supplied a long-felt want, in which Fresno has a valuable acquisition to her commercial realm, and one which promises to command a large share of the trade, and the esteem and confidence of our people.



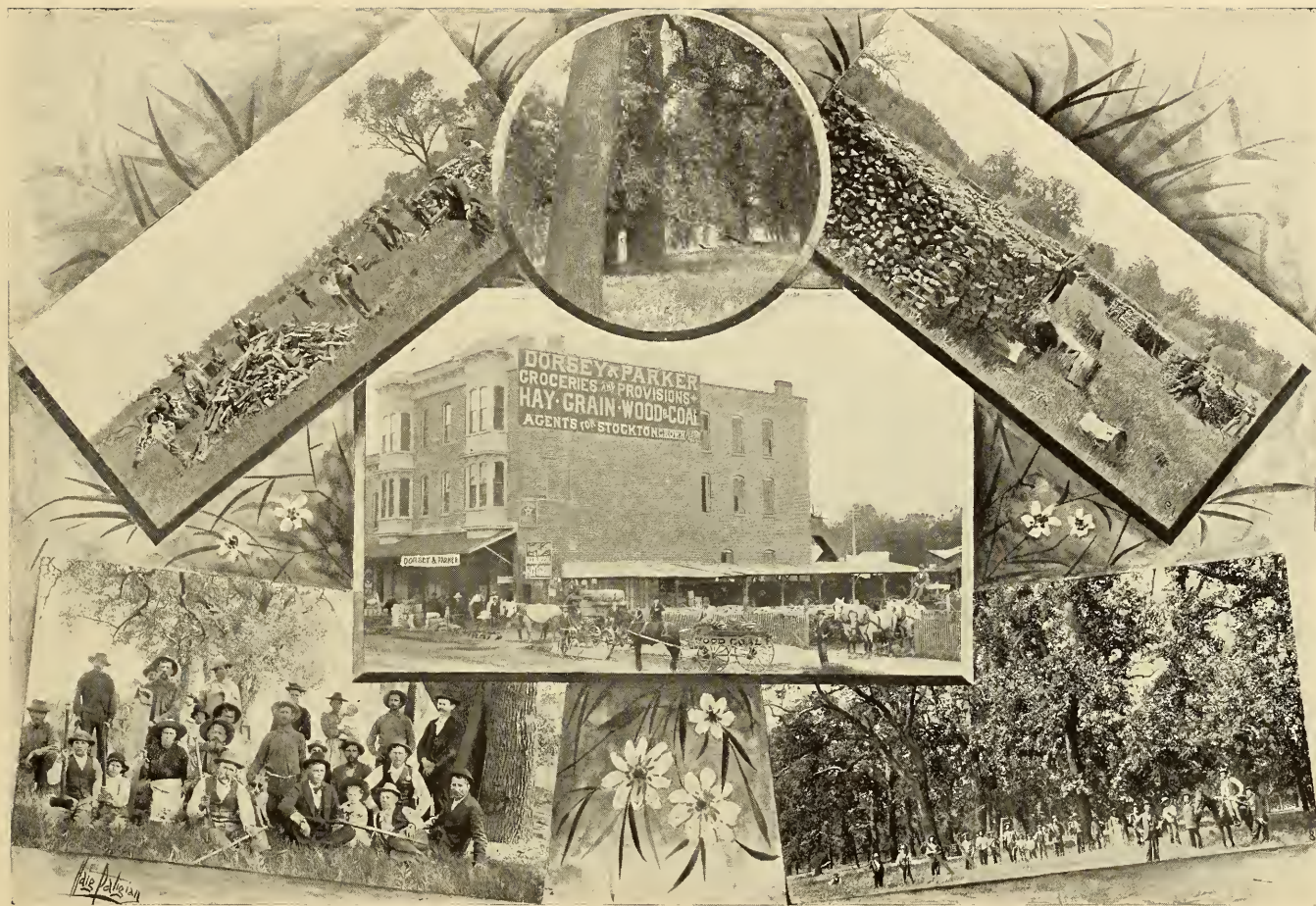
WHOLESALE AND RETAIL MARKETS, PACKING HOUSE AND COLD STORAGE PLANT OF S. EVINGER.

Dorsey & Parker In our work devoted to the City and County of Fresno, one special feature is the presentation of our commercial institutions, which are doing so much to build up our city and county. There is no truer index to a bright future for Fresno than the present conditions of her many large business establishments. Much of the success of a mercantile house depends upon its management, and this fact cannot be more fully illustrated than in the success of Dorsey & Parker, dealers in groceries, wood, coal, hay, grain, etc. This firm has steadily increased its business from a moderate beginning, until to-day it enjoys a trade of which few houses can boast. They are agents for the famous Stockton Crown Flour, and do an extensive business in the way of supplying the trade with this favorite brand. Dealing in the necessities of life, they offer many inducements to the producer, who can take his products to them and receive in exchange money or supplies. They buy largely on contract, thereby being enabled to give their customers the benefit of low prices. At their extensive wood camp at Kings River they employ about sixteen men cutting wood from the stump. By getting it direct from nature's bounteous supply, they save their consumers the middle man's profit. The headquarters of this prosperous and enterprising firm, herewith illustrated, is 856 I Street. The house was established four years ago in our city, and the present time employs six men, and runs three wagons. The business circles of Fresno contain no more active, intelligent and thoroughly progressive men than R. B. Parker and R. C. Dorsey, the prominent young members of this firm, who are recognized as important factors in our commercial community. Socially, they are pleasant, congenial gentlemen, with whom it is a pleasure to meet and do business.

**C. H. Riege,
Stationer**

"A little learning is a dangerous thing,
Drink deep or taste not of the Pierian spring."

The educational facilities of Fresno, and the well-established reputation of its inhabitants for literary and mental culture, demonstrates that the metropolis of the San Joaquin is alive to the truths of the couplet above quoted, and it is, therefore, a source of no surprise that every genuine effort to provide for the public wants in this respect should meet with great encouragement, and the large business done by Mr. C. H. Riege, the leading bookseller and stationer at 1809 Mariposa Street, from the first year of the establishment of the business in 1890, further demonstrates that he is especially well qualified for his chosen occupation. This establishment is one of the most attractive in the city, and contains within its walls one of the most complete and well-selected stock of books, both in paper, cloth and leather bindings, popular magazines, commercial and fine stationery, art materials, small musical instruments, school supplies, leather goods and novelties, legal blanks, visiting cards of all styles, and in fact everything to be found in a first-class stationery house. A specialty is made of picture frames, in which a handsome line, embracing all late styles and varieties are carried, and also in supplying the schools throughout Central California with school supplies of every description, in which department he offers great inducements in way of price and quality of goods. Mr. C. H. Riege, the proprietor, is one of our enterprising and most thorough business men, and most popular and estimable citizens. He has been identified with the material interests of Fresno for the past five years, and occupies an enviable position in both business and social circles.



COMMERCIAL HOUSE WOOD AND COAL YARDS OF DORSEY & PARKER, FRESNO AND THEIR WOOD CAMPS AT KINGS RIVER.

Eisen Vineyard Among the prominent vineyards of Fresno

County there are none more conspicuous than the Eisen Vineyard. It is the oldest, and one of the largest and most thoroughly improved, and may well be termed the pioneer vineyard in the county. In 1872, Mr. F. T. Eisen, after much earnest and independent research, selected this favored spot as adapted to all the requirements necessary for the production of

those grapes suitable for high class wines. The country around was at that time little else than an arid desert, and only rare foresight and indomitable perseverance could have converted this waste into the beautiful vineyard which now exists. Among the different kinds of grapes, numbering over three hundred (300) varieties, imported from all parts of the world, are to be found the very choicest, and the nurseries devoted to the culture of these are tended with unremitting care. It is well understood that choice wines cannot be obtained without using those grapes which are best adapted to their production, and this maxim has been studiously observed in all of the efforts of this vineyard. As a result of

this care in selection, the port wines, and even more especially the sherries take the highest rank among anything produced in the State. This fact is notably emphasized by Mr. F. T. Eisen receiving the gold medal for California wines at the Dublin Exhibition of 1892. The number of acres planted to wine grapes is 250, there being also 50 acres of muscats, 50 acres of malaga, and 25 acres tokays. The output of wine is about 300,000 gallons annually. Last season

30 carloads of table grapes were shipped to the markets of New York, Chicago and New Orleans, and realized prices much above the average, on account of the great care exercised in packing, and the perfect condition in which they arrived at their destination. It is here that the raisin industry of the county originated, and the fabulous prices they brought in those days would almost paralyze the dejected raisin grower of the present time. For

making brandy, and in order to meet the ever-increasing output a new still has been erected, having a grand capacity of 1,500 gallons per day. Among the old wines stored away in the immense cellars are to be found choice vintages of Muscat, Angelica, Tokay, and other sweet wines, while Clarets, Reisling and Sauterne are a noted feature of this winery. Across the Fancher Creek, which winds through the vineyard, a great flume carries a rushing body of water for irrigating, which by a perfect arrangement of ditches is diverted into every conceivable point. The main avenue, one mile in length, is a picture seldom equaled. Mr. Augustine Eisen, who conducts the vineyard, has shown a due spirit of progression, having intro-

duced the finest variety of the Japanese Persimmon tree. These he has planted the entire length of the north side of the vineyard, and when grown will surpass any in the State. Space will not permit us to more than mention the orchards, alfalfa and grain fields, and many other points of interest to the practical observer, but it is not too much to say that to the late Mr. F. T. Eisen belongs the credit of developing Fresno's greatest industry.



Main Avenue on the Eisen Vineyard, one mile in length. On each side the towering poplars are interspersed with pink oleander trees, while across overhead clusters of grapes are hanging.

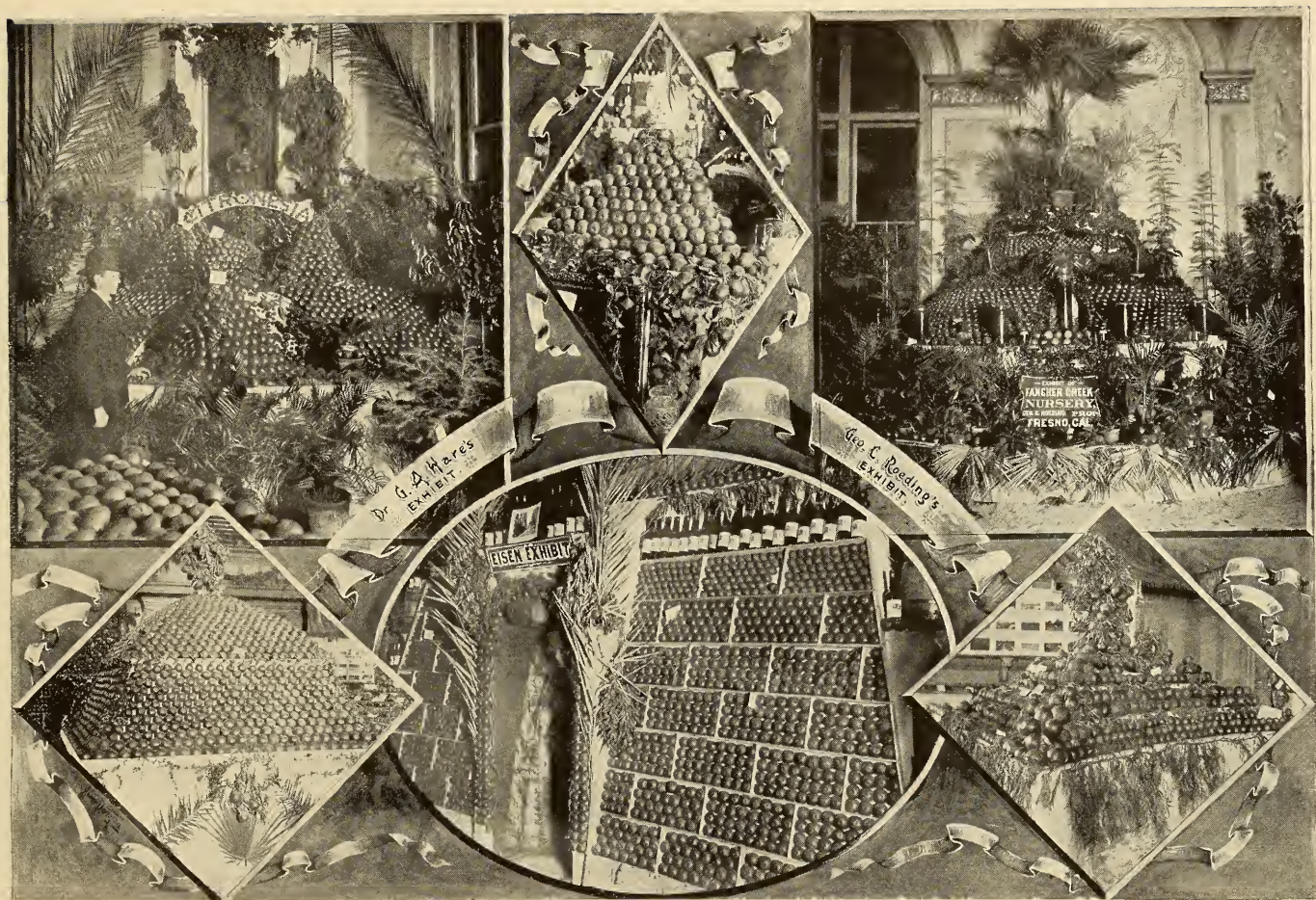


INTERIOR OF WINERY.
MAIN BUILDINGS.

EISEN VINEYARD

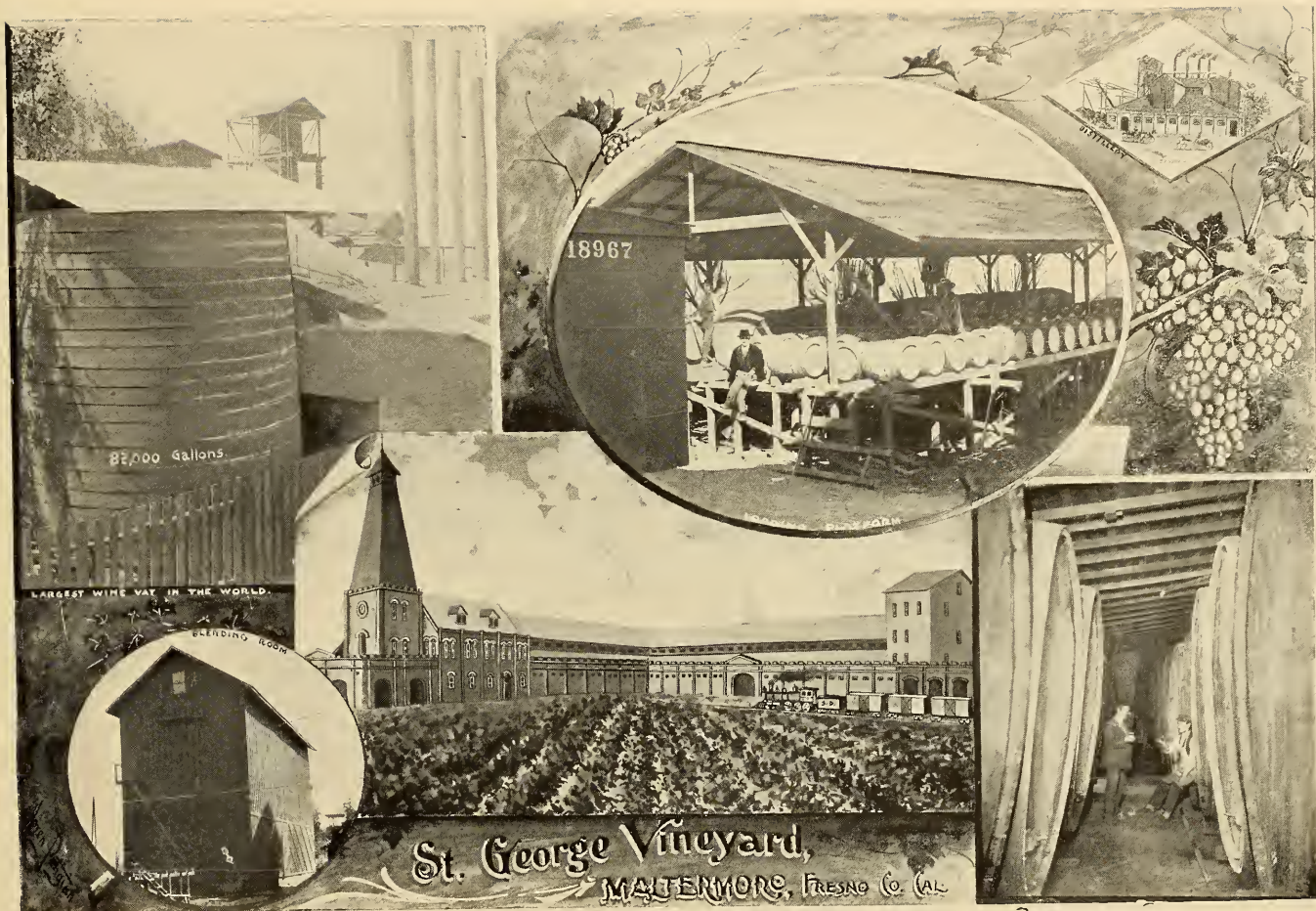
DISTILLERY.
VINEYARD VIEW.

Citrus Fruits The photo-engraving on the opposite page correctly represents a part of the exhibits at the Citrus Fair held in Fresno, January, 1896. All of these fruits were grown in Fresno County, no fruit of other counties being admitted on exhibit. While it may seem strange to make the assertion, that our Citrus Fair did not only surprise our visitors from distant States and countries and other parts of our State, but greatly surprised many of our own people, nevertheless, it is true. We can only account for it by the fact that our people heretofore have given their attention to the growing of wheat, hay, grapes and such a diversity of products that they lost sight of the orange, lemon and lime, and were not aware that in their midst nature had established through climatic condition, superior soil and irrigating facilities the true home of all citrus fruit. While the orange has not been planted extensively, still a number of trees were planted twenty years ago throughout the county for ornamental purposes, which have produced splendid results and show that it is a natural adapt of this section. Many of the first trees planted are at Centerville, and so bountiful is the yield that the trees have to be propped up under their loads of fruit. The thermal belt in this county is exempt from freezes and damaging frosts, and the fruit ripens from three to four weeks earlier than in the famous orange producing sections further south. Being the earliest in the market they command the highest price, and are of the finest color and flavor. They are exempt from scale and other pests, as the climatic conditions do not admit of these diseases in this belt. In this section the soil is many feet deep and the land has extensive irrigating facilities (only costing 62½ cents per acre per annum), and there are to be seen some of the healthiest and most beautiful orange groves in the State. The fruit sent to market this year commanded a very high price, owing to its being early and in advance of other sections, and the producers in this county realized as high as \$3.50 per box for their fruit, which was grown on land far less in cost than one of the same acreage in the famous Riverside, Los Angeles or San Diego counties. There were thirty carloads of oranges shipped this year. These were the product of about 140 acres in partial bearing. About 18,184 acres have now been planted to oranges, lemons and limes combined. The two latter fruits do as well as the oranges, and we predict it will only be a short time before this will be recognized as the favorite citrus fruit producing county of the State. One of the greatest advantages that this county possesses over other orange producing sections and Southern California is the fact that when the frosts come the fruit is ripened and most of it picked, while further south it is at its most dangerous stage and consequently often damaged. Cost of a 10 acre orange orchard in Fresno Thermal belt: Ten acres of land at \$100 per acre, \$1,000; 1,000 trees, at 35 cents, \$350; plowing and planting, \$100; total cost, \$1,450. The above figures embrace the choicest land, in quality and location, with perpetual water right, at an expense of 62½ cents per acre per annum. The water is ready to apply to the land without any expense of running it to the land. In this thermal belt the price of land runs from \$40 up to \$100 per acre, owing to location, condition and quality of the land. First-class land in this belt may be bought for \$60 per acre though its location is not so favorable to the market as the \$100 land. This thermal belt is so called because its climate differs from that of the open valley in which Fresno is the center, being cooler in the summer and warmer in winter. This embraces about 70,000 acres, much of which has free water rights, at a cost of 62½ cents per acre. Orange trees in this belt will bear the second year after planting. An estimate shows they will average one-half a box per tree the third year, three-quarters of a box per tree the fourth year, 1 to 1½ boxes per tree the fifth year, 2 boxes per tree the sixth year and 3 boxes the seventh year. At the age of 8 to 12 years 4 to 6 boxes per tree is considered a good yield. By planting 100 trees to the acre, the usual custom, it will be seen that the orchard produces 50 boxes per acre the third year and so on. Now place the price at \$1.25 per box the third year you get \$67.50 per acre, the fourth year \$87.75, fifth year \$125 to \$156.25, sixth year \$250 and the seventh year \$375 per acre. This is a very conservative estimate as the price usually averages much above \$1.25 per box, and the yield is above the average quoted. At the age of 12 to 16 years trees often produce an average of 10 to 12 boxes per tree. It will be seen elsewhere that the lemon tree grows very luxuriantly here and gives a yield equal to any known section on the globe. We refer correspondents to W. G. Uridge for full particulars on this subject.



EXHIBITS AT CITRUS FAIR, HELD IN FRESNO, JANUARY 1933

St George Vineyard No better evidence of the superiority of Fresno County soil for producing the best quality of wine and brandy grapes than the fact that we have established here, four miles east of Fresno, the St. George Vineyard and Winery, which is one of the largest in the world. It was established and started by G. H. Malter, in 1879, when the original tract of 160 acres was planted to a choice variety of foreign wine grapes. The acreage of the vineyard has been increased, from time to time, until at present there are 1,280 acres planted to the wine grape. The winery was built in 1888, which was then a comparatively small concern, capable of working only 2,500 tons of grapes per season. It has been enlarged, and has a present capacity of working daily about 200 tons of grapes, and employs from 90 men to 200 men in its various departments, and during the busy seasons many more. 7,500 tons of grapes were made into wine and brandy during the past season, and the winery contains the largest wine tanks in existence, the largest of these tanks holding 82,000 gallons, and three others each holding 48,000, which three are connected for blending purposes, so that 144,000 gallons of wine can be made uniform in quality, thereby enabling the management to supply uniform characters of wine to its customers when filling orders at distant times; also, many other tanks of different capacities, too numerous to mention here. The distillery contains six stills of different constructions, so as to produce brandy of different kinds for the varied purpose of commerce. With their present capacity two car loads of brandy can be made daily, and the establishment aims to reach the wine merchant directly, without the intervention of middle men and distant blending establishments, so that it furnishes its customers with wine unadulterated and ready for consumption, and guarantees all of its productions absolutely pure. The photo-engraving on the opposite page so well illustrates the magnitude and general capacity of this immense winery that it is unnecessary for us to give any further description, except to say that they purchase and consume the grapes grown on 168 different vineyards, besides those of their own. One of the notable features of this enterprise is that it is run until the entire crop is consumed, for the accommodation of the growers, and that they have in connection a regular mercantile house, from which they supply the growers with almost every article of commerce, carrying many of them from season to season, buying their products of every description. They have in connection a large warehouse where they store grain, raisins, and other products, on which a reasonable amount is advanced to the customer. In view of the great body of men to whom it gives employment, and of the amount of money distributed to the growers, and in various other ways yearly, it is the most important factor in our commercial supremacy, and an industry of which our people are justly proud, and whose able and efficient management by their conservative methods, as well as the superiority of their product, reflects much credit on Central California, as well as Fresno City and County. Mr. G. H. Malter, the proprietor, is one of Fresno's early settlers, an earnest devotee to her cause, and a gentleman of a large and extensive experience in the manufacture of wines and brandies, and to him belongs much credit for the advancement of the sweet wine industry of Central California. Mr. W. Gesner Allen, in whom the general management of the St. George has been intrusted, is a gentleman of marked ability, and whose large and practical business experience is a valuable adjunct to Fresno's commercial supremacy. He gives it his individual attention, and long since has demonstrated that there was wisdom in his appointment.



ST. GEORGE VINEYARD, MALTERMORO, FRESNO CO., CAL.

California and Homeseekers A transient, but observing visitor, said: "I think this Golden Sunset land of yours is an ideal place for the toiler to enjoy the rewards of a busy life: if any hopeful possibility is left to him, here would seem to be the place to realize it."

That is all true, and it is also true that he will secure added years of ten or more with new capacity of enjoyment.

"Better late than never" applies to him, but if he had come earlier he could have stayed later. No one can come to California too soon, and the best plan of all is to be born here. Such happiness is not for you but should be the inheritance of your children, and will be if their parents have learned to follow their highest impulses.

Pleasant, vine-clad, rose-embowered homes, with permanent bearing acres are within the reach of every industrious and frugal family. There is no want of prolific land suitable for home making. Millions of desirable acres await a purchaser and occupant. Prices are reasonable, and terms of payment usually such as leave no anxious fears by either of the parties that they will not be met. No where in this universe of law does "something come from nothing;" acres of rich California soil will not volunteer a support to the imprudent and indolent owner, but so surely as he sows so surely shall he reap, not always to be sure, in exact kind. If in fruit by chance one tree proves a "skybearer," its fellows may ask for external aid to sustain their burden until the ripening; if in grain, by any reason the crop fails, or is light, the season of twelve months gives room for a second or even third appeal for justice to the court of Ceres. No impoverishing "winter of discontent;" twelve months of seed time and harvest; no strain of overtaxed

energies to plow and plant, or to garner before these, shall be a call of "Time" because on the Pacific Coast. You have all the time there is. Upon occasion wheat that has ripened in June, has stood patiently in its golden scales until September, brought a more convenient season for the owner's reaper, and this long waiting cost no diminished crop.

The leisurely grain harvest, beginning in June, may not necessarily reach an ending until September. Seed time is equally your own. Wheat sowing may commence in September, and continue, if desirable, until the close of March of the following year.

No hungry cyclonic winds to devour you and your substance; no poisonous malarial breath; no pestilence that walketh by noon-day.

The Southern Pacific desires to bring a knowledge of these facts to you for natural benefit; primarily for yours, and secondarily for its own. It will be well for you to consult its reliable agents in the various Eastern centers, either by personal visit or by letter, and for your information a list of them is appended hereto:

E. HAWLEY, Asst. General Traffic Manager, 349 Broadway, New York, N. Y.

E. E. CURRIER, New England Agent, 9 State St., Boston, Mass.

W. G. NEIMYER, General Western Agent, 238 Clark St., Chicago, Ill.

S. F. B. MORSE, General Passenger Agent, Atlantic System New Orleans, La.

T. H. GOODMAN, General Passenger Agent, Pacific System, San Francisco, Cal.

**R. M. Thompson,
Bicycles**

Our enterprising city has enterprising business men and firms, as one is as essential to the other as the bicycle is to the girl, to the boy, to the young lady, to the young gent or the older gentlemen, or the older ladies (they all use them).

In our work devoted extensively to our many inducements to the investment of capital, and the establishment of homes and industries, it becomes a part of our duty to give the leading firms in each branch of our trade and commerce who are best facilitated, for any special reasons, to supply the demand of our people in a local way, as well as the great tide of emigration now rushing to the coast. Mr. Thompson established his house in our city two years ago, and by his conservative methods, low prices, and high class of goods, has increased in volume of business, and in the confidence of a large patronage, until his house now occupies an enviable position in our commerce.

He carries the famous Rambler, Crawford and Victor Bicycles, either of which are too well known to need comment here. He carries also a large stock of guns, ammunition, fishing tackle, and sporting goods. He makes a specialty of a high-class quality of goods, such as the L. C. Smith

Guns, Victor Sporting Goods, and other well-known brands, too numerous to mention. The many inducements offered at his store for the reasons heretofore mentioned, and various others, his house is an emporium of traffic, deserving the patronage it so liberally receives. Mr. Thompson is here to stay, and is looking closely after the interests of his customers with good goods, low prices, best of terms, and square dealing. He is one of our leading, enterprising young business men, who is extensively known, enjoying the esteem and confidence of all who know him, and stands high in a business and social way, which is a sufficient guarantee of the continuance of his large and lucrative patronage, at 1165 J Street.



R. M. THOMPSON'S CYCLERY.

W. F. McVey This gentleman established his furniture house in our city in 1885, and since its inception has continued to grow in popularity and public favor, until to-day it is our leading house in

that line, and enjoys an extensive trade. He carries a large and well-selected stock of furniture in all varieties of style; carpets, in all the most handsome and latest patterns, kinds, and qualities, from the most expensive down, wall-paper, linoleums, window shades, sewing machines, etc., 1122 J Street.

Minnewawa The home and health resort of Dr. I. S. Eshleman and family, of Philadelphia, Pa., comprises a section of very fine land in the suburbs of Fresno. On this well-improved tract of land are fine parks, covered with towering evergreens, forest trees of diversified foliage, flowers, vines and fruit trees; also, copious streams of water, all the work of art transformed from fertile plains. The landscape culture here harmonizes with nature. This section might be quoted as representative of many fine improvements in this district. This tract, with its palatial residence, measures its orchards and vineyard by the hundreds of acres. Minnewawa, nine years ago, was found in grain land and pasture fields; interspersed had been planted parks that were watered by carts from windmill tanks. Now, hundreds of acres of vines and fruit trees cover most of its surface. Here grow the raisin grape the pear, the peach, the apricot, the nectarine, the prune, the orange, the almond, the olive and other fruit in great perfection. On the mesa land mingle the foliage of the peach and olive, contrasting their shades of green, while the pear and the grape cover the lower alluvial and red granite soil; other trees and vines lie between, and copious streams of water, taken from Kings River, flow perpetually down in new channels and old meandering courses embowered in with trees, sparkling fresh and pure from the towering snow-peaked Sierra Nevada Mountains, which finish the prospectus in the clouds above and beyond. It is easy to blend beauty and utility in this fertile land of sunshine and flowers. The mind grows happy here, while health flows to the ruddy cheek. The orange despised in the flush of the raisin grower's prosperity now asserts itself. There was shipped here from Florida, for the beauty of foliage, some years ago, a few hundred of many varieties, planted mostly in protected places. They have never suffered in fruit or foliage from frosts, being now two years in bearing, and are free from scale and other diseases, and loaded with the most luscious fruit. The fruit is clean, and colors and ripens early. This thermal belt is exempt from the heavy freezes that prevail further South. All things considered, Minnewawa has few competitive tracts for diversified successful fruit growing. All the conditions for longevity are favorable here, exposure to vicissitudes of weather being at a minimum. The temperature is equable, the air dry and exhilarating. Heavy pressure and relaxation incident to sudden change, blizzards and thunderstorms are unknown. The snow-clad Sierra Nevada Mountains refresh the eyes in the East, the Coast Range breaks and modifies the ocean breeze that prevails so salubriously from the West, while Minnewawa, in the broad San Joaquin Valley, is cradled between. Abundant streams of cool clear water flow down from either mountains into the expansive valley, and through this ranch, as the sun breaks those lofty fortresses of snow that rend the sky to quench the thirst of the fertile plains. The plow may direct the course of water where needed, or it may be left to sap and sub-irrigate the soil, while the sun plays upon the surface to germinate the seed and mature the crop. The lord of the manor, seated on saddle or in his car may watch the process, or himself follow the plow as it glides the easy furrow in the mellow soil where rocks are unknown. The fine dry air that prevails takes up the imperceptible perspiration, keeping cool the body, and reducing to pleasure the labor that earns its bread by the sweat of the brow. The health problem is well established here, malaria being unknown, and other diseases exceedingly rare. Decomposition is slow; almonds keep good all winter on the trees, and the fall musk mellons are sound in the cellar in February.

Minnewawa Dairy A dairy was required, as the quality of the butter sold did not suit palates used to the Philadelphia article. It was necessary to learn to produce a gilt-edged butter. The demand grew so that a separator, butter worker and churn run by steam was required; soon a large steam power outfit, and a creamery building was needed. The creamery has double brick walls, ceiled and plastered, the floors are cemented, and every portion can be whitewashed or steamed. The four rooms are, first, for storage of cream; second has the churn, butter worker and refrigerator; the third is given to the engine and boiler; the last is the steam separator. Perfect cleanliness is maintained. All utensils used in the creamery are daily treated to the sterilizing influence of steam. The first cows used at the dairy were Jerseys, which did not prove satisfactory, and registered



BRIDGE AND CANAL
DRIVE-WAY.

AT MINNEWAWA.

RESIDENCE
IRRIGATING CANAL.

Holsteins, bought at fancy prices, were substituted. Now there could hardly be found a healthier herd, the mortality being three in seven years, none from contagious diseases. The minimum product from each cow is placed at three hundred pounds of butter. Monthly tests are made with the Babcock. Each cow wears her number on a steel earring; under this number she has her individual account in the cow ledger. In the winter she is fed all the grain profitable, with plenty of corn, rusilage and good alfalfa hay. During the summer she is given a small amount of grain, except when the pasture is at its best. All milking is done in the stalls. Cows are curried and brushed daily. Cleanliness is regarded as of the first and greatest importance. The large commodious barns contain the latest devices for the convenience and comfort of the cow, each having a separate stall of either the Common Sense or Bidwell pattern; no stanchions are used. The floors are of cement, and drained into ci-terns, contents of which are emptied daily. Two Silos of 300 tons capacity were built and filled last summer, being the first in the county, and have proved valuable as an adjunct to the dairy. There is added a fine band of Berkshire swine. Each year a few Juino driving colts are raised. Four full-blooded Percheron Mares and their grades form the working stock of the ranch.

Miss Edith Lucas The dawn of brighter days for Fresno is attracting and bringing with it talent, art and skill. The Millinery department has received a notable addition by the opening of a fashionable and artistic Millinery Emporium at 1128 J Street, by Miss Edith

Lucas. In point of arrangement and design she displays much artistic taste, as it certainly is one of the most unique and prettiest stores in the city. She carries a large and well-selected stock of millinery goods of every description, usually carried in a strictly first-class house, in all of the newest and latest fashions; in fact, her house would do credit to cities much larger than Fresno. Her opening with one of the largest and best assorted and most stylish stocks ever presented to our ladies

has created much comment and a rush of business at her Emporium. Her special features are high grade and stylish goods, low prices, and perfect satisfaction, skillful and artistic trimming and design. Her establishment employs from five to six ladies, among whom are only the most skilled and tasteful designers, and trimmers, and courteous salesladies. In order to meet the demands of a fashionable trade she imported from San Francisco a professional trimmer of rare ability. Personally, Miss Lucas is one of the successful merchants in her line, having been identified with it for the past six years, and knows well the art of buying goods to please her extensive circle of patrons. Being a lady of rare professional accomplishments, endowed with

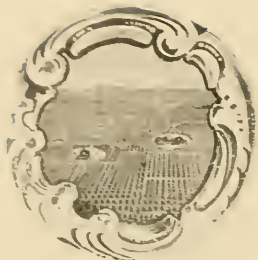
that special geniality so requisite to a successful business career, with a large circle of friends and acquaintances, the publishers bespeak for her a continuation of a flattering success.

Kohler & Chase This house carries a large assortment of **Music House** well selected stock of the leading Pianos, embracing the Decker Brothers, Ives & Pond, Mason & Hamlin; Organs and Sheet Music, 1046 J Street.



GROUP OF MINNEWAWA'S HOLSTEIN-FRIESIAN.

Fruit Culture On East avenue, three and one-half miles south of Fresno, is the fruit farm and picturesque home of J. P. Johnston and family. Seven years ago when Mr. Johnston bought the property it comprised thirty acres, and was practically nothing more than a pasture field. To-day it comprises forty acres of the most productive and highly cultivated land in Fresno County, and is one of the best managed fruit farms in Central California. Ornamental and fruit trees of almost every variety interspersed with beautiful flowers adorn the grounds, and almost envelope the cottage, making it appear a perfect sylvian bower where roses grow that would gladden the heart of the "Poet of the Sierras," and luscious fruits mature that would be fit for the gods. The property is picturesque beyond description, and equally important. Its location insures a practical immunity from winds and frosts, while the fertility of the soil, which is a chocolate loam between the white ash and red clay, makes it possible to cultivate almost every variety of product that can be grown. Thirty acres of this property is planted to Muscat grapes, $2\frac{1}{4}$ acres to Sultanas. The vines on this acreage are planted 8 feet each way, 681 vines to the acre. These grapes grow in immense bunches, often weighing 8 to 10 pounds each. Mr. Johnston sent a number of bunches from this same acreage for exhibition at the Chicago World's Fair that weighed 10 and $10\frac{1}{2}$ pounds each. This $2\frac{1}{4}$ acres of Sultanas have produced an average yearly yield of \$890 for the past four years. While this is an exceptional good yield, but only because the vines have had the proper and greatest care. The remaining acreage is planted to fruits of almost every variety: Oranges, lemons, limes, pomelos, nectarines, peaches, quinces, pears, apples, apricots, prunes, guages, cherries, figs, olives, strawberries, and every known variety of berry, including the Crandel currant, which was sent Mr. Johnston from the East in order that he might test it, and it indicates the best possible results. Mr. Johnston is an ideal producer, agriculturist, horticulturist and florist, and a close observer of the results of his labor expended in each direction. In the cultivation of each variety of his fruits, etc., he is very practical and gives to each the greatest care and obtains thereby the best possible results. From careful estimates he has been able to give us the following figures: Of the orange he has almost every kind, though principally the Mediterranean sweets, one tree of which the fourth year after planting had 1,080 oranges, which averaged 180 to the box, or 6 boxes to that tree, the entire grove averaging at the same age 5 boxes per tree. At \$1.25 per box, an estimate too low, he got \$6.25 per tree, or \$656 per acre. Of the olive he got one gallon per tree at third year, and $2\frac{1}{2}$ gallons per tree the fourth year, the price received being 80 cents per gallon. Mr. Johnston plants 108 olive trees to the acre, same as the orange. He has closely observed the nature of the olive here as well as elsewhere, and is convinced beyond a doubt that Fresno County is properly the home of the olive, and that its culture will be a leading industry; also, he has observed that the olive tree at the fifth year after planting attains the same size that it does in the famous olive producing sections of Spain at forty years after planting. It has been said of Mr. Johnston that he is the Strawberry King of the county—at any rate he is an acknowledged authority on this the same as other berries, fruits, etc. He has one particular $\frac{1}{2}$ -acre patch planted to strawberries, to which he has given the proper care, from which he received at one year after setting 6,000 boxes of berries, which sold at 20, 15 and $12\frac{1}{2}$ cents per box, total amount received for the crop being \$680. This crop was gathered during the strawberry season proper, April 1st to June 15th, when other fruits take their place, though with attention the vines will furnish berries until Christmas. In addition to this home property he has one 20-acre tract and one 50-acre tract likewise planted to fruits and alfalfa, to which he gives his most careful attention. Mr. Johnston furnished us estimates on other fruits, which has been valuable to us in quoting results, elsewhere to be found. He has been directly identified with the fruit industry for many years, having located with us in 1888 from his Piqua, Ohio, home, where he was extensively engaged in the same business, having there the largest vineyard in the county. On locating with us he immediately gave his attention to the culture of fruits, and in this, the most important branch of Fresno's resources, he has proved an important and beneficial factor. Personally Mr. Johnston is one of our best citizens, standing high in both a business and social way, and is an ardent worker and promoter in the cause of Fresno County and Central California. The publishers earnestly solicit correspondence with Mr. Johnston in reference to any matters pertaining to Fresno County.



On the opposite page the photo-engraving, showing the main buildings and views of the Great Barton Vineyard and Winery, is a reproduction of photographs; therefore, absolutely true and correct in every particular. This vineyard is situated about four miles east of Fresno, and is one of the largest, best equipped, most highly productive and best systematized vineyard in the State. It was established in a scientific and substantial way by the late Robert Barton, in 1880; in 1888 it was purchased by an English syndicate, the management continuing in Mr. Barton up to his death in 1890, when the entire charge and management was intrusted to Colonel H. Trevelyan, who has added many valuable improvements and equipments, in the way of improved machinery and appliances, until to-day it stands without a peer, in any particular, in the great State of California—the Spain of America. This vineyard as it now exists is a mammoth industry, the pride of Fresno County, and of her many large institutions it is doing as much as any other to bring out her

wonderful products and place them before the world in an honest way. Their wines are made only from pure grape juice fortified by grape spirits, made on the premises, and the purity of their wines added to the superior quality is well known in the great markets throughout the country, which has given them an enviable prestige. They have in their cellars and storage houses a great variety of sweet wines, such as port, sherry, angelica, Tokay, muscat, Madeira, all the varieties of dry wines, and highest grades of brandies of their own different vintages. A visit to their extensive cellars, where may be seen row after row of vast casks, filled with the choicest of wines and brandies, can alone give an idea of the extent of this enterprise, but for the benefit of those who may not have an opportunity of seeing it, we give a few facts and figures partially showing the capacity. They have 960 acres, of which 700 acres are wine grapes, 240 acres of raisin grapes, 22 acres in fruits, oranges, lemons and other varieties of fruit, and have beautifully designed in rows around the vineyard over 2,000 large white Adriatic fig trees from which handsome profits are each year received. They have a storage capacity of over 500,000 gallons of wines and brandies. Their last year's vintage alone was 270,000 gallons, last year's sales about 220,000 gallons, and about 400 tons of grapes and raisins. They give employment to a great many men and teams, distributing many thousand dollars yearly to Fresno County people. The main fermenting and storage house as shown in the engraving, is 320x120 feet, two story; the main cellar for old wines and brandies as is shown is 100x120 feet; the tank shown is one of their 50,000 gallon vats; the group, a part of the force that Colonel Trevelyan had employed on the 27th of February, when taken, and the view showing the driveway bordered by evergreens in front of the residence is one of transcendental loveliness, as are the entire surroundings of ornamental shrubbery, winding drives and grounds, making it an ideal country home. There seems to have been wisdom in the appointment of Colonel Trevelyan to the management of this institution, as he has not only placed it upon a paying basis, but greatly improved their holdings and outputs until to-day it ranks among the leading in the State. Colonel Trevelyan is a successful organizer, a master of discipline and among our most reliable business men, an enterprising gentleman who enjoys the esteem and confidence of all who know him. The Colonel, like Cincinnatus, has turned his sword into a plowshare after twenty-five years of military and cavalry officer service. Was elected Vice-President of the Sweet Wine Association of California, which, with other kindred associations has been formed for the betterment of the wine industry, and for the improvement of the quality of the wines.



INTERIOR OF WINERY
MAIN AVENUE.



MEN AND TEAMS
BARTON WINERY.



INTERIOR OF CELLAR.
PART OF VINEYARD



Holland & Holland, Groceries

In our work devoted to the county and city of Fresno one special feature is the presentation of the commercial institutions, which are doing so much to build up the city and county, and add dignity to every phase of our trade and commercial supremacy. There is no truer index of a bright future for Fresno than the present condition of our many commercial institutions. To this house we accord a leading position in their ranks. They occupy the quarters herewith illustrated, 50x100 feet flooring, at the corner of Mariposa and K streets, and have been established four years in our city, and have always ranked as one of our leading houses, catering to a first-class trade, with a stock of goods that would do credit to a city much larger than Fresno. They employ seven men, and run two wagons, supplying the city trade, of which they enjoy a large proportion. They also enjoy a large trade extending to the various sections of the county. These gentlemen have gained popularity and distinction for their house on account of the high quality of their goods, the great variety which they

carry, and the small profits with which they are content, thereby being able to meet competition with very low prices for a high class of goods. They carry a large and well-selected stock of staple and fancy groceries, queensware, crockery, glass tin, willow and woodware; in fact, their house presents the appearance of a mighty warehouse, stocked and loaded to the utmost capacity. This firm is composed of H. H. and W. B. Holland, who are well and favorably known throughout the city and county. These gentlemen, being extensively known and well posted, gave us much valuable information for publication herein. They are recognized as our leading, enterprising, public-spirited business men, and are important factors in our commercial supremacy. In a social way they are genial, pleasant gentlemen, who know well the art of making one feel good in their presence, and are strong advocates of the cultivation of citrus fruits in our county, as well as diversified plantings. Messrs. Holland are enterprising gentlemen, congenial and polite to all their patrons, and their first-class grocery establishment does credit to the city of Fresno.



HOLLAND & HOLLAND'S GROCERY ESTABLISHMENT.

sified plantings. Messrs. Holland are enterprising gentlemen, congenial and polite to all their patrons, and their first-class grocery establishment does credit to the city of Fresno.



PRIVATE MEDICAL AND SURGICAL SANITARIUM, CONDUCTED BY DRs. G. A. & JESSIE D. HARE.

Dr. G. A. Hare is a Fellow of the American Academy of Medicine, Member of the American Medical Association, Member of the California State Medical Society, President of the Fresno County Medical Society, etc., etc.

The newer methods of hypodermic treatment are utilized as rapid as their value is established. Catarrh and all diseases of the Nose, Throat, Eye and Ear, and Diseases of Women are each given such special lines of treatment as their cases demand. In the Surgical Department of the Sanitarium operations are performed on selected cases, under aseptic conditions, and the patient placed under the care of trained nurses. The care which patients receive in this department is well attested by the fact that during an experience of the past eight years in this kind of surgery every patient operated on has recovered. A Microscopic and Chemical Laboratory has recently been fitted up for the accurate study of Blood, Sputum and evidences of disease in the various tissues of the body. Skilled attendants and professional nurses are employed in the various departments, and the most satisfactory results are being secured, so much so that this Sanitarium has acquired the reputation of being one of the leading health institutions on the coast. Correspondence solicited. Information cheerfully furnished. Medical attendance, with board, room and daily treatment, from \$12.00 a week up.

Dr. Hare's Sanitarium Recent scientific discoveries in medicine and the improved methods in the treatment of disease have created a public demand for the establishment of Sanitariums where more elaborate facilities can be found for the successful treatment of disease according to modern and improved methods. Owing to Fresno's superior climate, its abundant supply of water of artesian purity, and its unsurpassed healthfulness, finding here the lowest death rate of any city on the Pacific Coast, Drs. G. A. and Jessie D. Hare decided to locate in our city a Private Medical and Surgical Sanitarium. The Doctors are graduates of the University of Michigan, at Ann Arbor, and have been connected with the great Sanitarium at Battle Creek, Michigan. Their wisdom in selecting Fresno as a Health Resort is abundantly attested by their large patronage which their Sanitarium enjoys. Since the establishment of the Sanitarium but few patients have found it necessary to go to the city, as every advantage is now afforded them nearer home, and at much less expense. The Sanitarium is fully abreast of the times, and well equipped with Electric and Surgical appliances for giving first-class Sanitarium treatment. The methods of treatment are thorough, scientific, and strictly up to date. Among the treatments employed in the various treatment rooms may be mentioned Russian, Electric, Vapor, Sulphur, Alkaline, Medicated and Oil Baths, Faradic Electricity, Galvanic Electricity, Galvano Cautery, Swedish Shampoo, Massage, Swedish Movements, etc. The diet of patients is carefully regulated, and rest and exercise properly prescribed.



REGISTER.
INTERIOR OF SUB-STATION AT FRESNO.

POWER HOUSE.
POLE LINE.

RESERVOIR.
PIPE LINE, 1410 FEET FALL.

**San Joaquin
Electric Company**

On April 2, 1895, this company was incorporated with a paid-up capital stock of \$800,000.00, by some of our leading and most enterprising and public-spirited citizens, who are noted for their good work as promoters of Fresno City and County, and for the good of Central California, from which body was elected the following officers: J. J. Seymour, President; John S. Eastwood, Vice-President; O. J. Woodward, Treasurer; L. L. Cory, Attorney, and J. M. Collier, Secretary. Directors: J. J. Seymour, John S. Eastwood, O. J. Woodward, Harry Sherwood, M. R. Madary, L. L. Cory and James Porteous. Though much has been said of utilizing nature's wonderful power, afforded by the falling waters of the San Joaquin River from the heights of the great Sierra Mountains, and preliminary surveys and estimates as to the feasibility and expense of the undertaking had been made and passed on, this was the substantial foundation of the establishment of the second largest Electric Light and Power Plant on this coast, and one which destines Fresno, with her many other advantages, to become the largest inland manufacturing center in California, without any doubt. These gentlemen realize that to make Fresno a manufacturing center, as well as a home center, though her other inducements were almost unequaled, it was necessary to have an unlimited power to propel her machinery, and to furnish her with light and fuel at an expense equal to that of other manufacturing cities. They also realize that the great volume of water, furnished by the rain and melting snow from the water-sheds of the Sierras, offered opportunities for the establishment of a seat of power second to none in the United States, except, possibly, Niagara Falls. From a natural dam, high up in the Sierra Mountains, the water of the San Joaquin River is turned into an artificial canal, and conveyed seven miles to where Nature, aided by an artificial dam, has provided a reservoir, which covers eight acres, and has a capacity of 4,000,000 cubic feet of water, and which, by constructing the dam higher, will have an almost unlimited water capacity. From this reservoir the water falls to the base of the mountain, a distance of 1,410 feet, through an immense steel pipe of 62.8 square inches of 611 pounds to the square inch, or producing a pressure of 38,370 pounds to the water-wheels, which run the machinery at the power house, illustrated in the engraving, which is 34x75 feet, and constructed of solid granite, which is so constructed as to be increased in size as the demand for more power is increased. Here the current is generated by three dynamos of 500 horse-power each, and transmitted to the sub-station, a handsome brick structure, 60x40 feet, located in the city of Fresno, at 11,200 volts, where it is reduced to working pressure by means of transformers, and sent to all parts of the city with which to propel our machinery, run our street-cars, light our residences and business blocks, and to use for cooking purposes. Messrs. Seymour, the President, and Eastwood, the Vice-President, both being practical civil engineers, and large stockholders in the company, have given their personal attention to the supervision of the construction of the plant in detail, in connection with experts sent from the East, and no expense or pains have been spared in its construction. Nothing but the latest improved machinery, and the most modern and scientific methods and plans have been adapted. In every particular the greatest care has been exercised to complete a system of power, with a view to continuity and substantiality, as well as to construct every department so as to increase its capacity as the demand increases, and at the same time to furnish power, light and fuel at such a figure as would induce the establishment of manufacturing enterprises in Fresno. The water is taken from the river at a point from which almost any required amount can be obtained. The canal, reservoir, power house, pole line and sub-station have been constructed with a view to increase capacity. As this plant is to-day it stands second in the State in amount of power installed, and in capacity the largest. To this company is due the credit of reducing the rates for power, light and fuel, and in return they are receiving the patronage of our most enterprising people.

CALIFORNIA'S COMPETING LINE IT CONSISTS OF THE

ATLANTIC AND PACIFIC RAILROAD

IN CONNECTION WITH THE SANTA FE ROUTE

THIS road is thoroughly equipped to handle the passenger and freight business of the great San Joaquin Valley. Superb Vestibuled Pullman Palace Sleepers, and the newest and best upholstered Pullman Tourist Sleepers pass through Fresno, daily, going to and from Chicago, without change. Time as short as any line. The railroad service between California and the East has undergone remarkable improvement during the past few years, and it is largely due to the competition of the Atlantic and Pacific Railroad. This line, to aid and facilitate its business and get



nearer to its patrons, has established freight and passenger agencies in the large towns of the Valley, particularly in Fresno, and deserves and ought to have the support and encouragement of its merchants and shippers. Freight, perishable, and otherwise, is handled with dispatch, and without transfer. Parties in the East, intending to immigrate to or visit the San Joaquin Valley, or any other part of California, should secure their tickets, and ship their freight via Santa Fe Route, in care of the Atlantic and Pacific Railroad.

All Information Cheerfully Furnished on Application to

T. H. WARRINGTON, Freight and Passenger Agent
1828 Mariposa Street, Fresno, Cal.

H. C. BUSH, A. G. F. & P. A.
Chronicle Building San Francisco

DON A. SWEET, G. F. & P. A.
Albuquerque New Mexico

C. H. Riege "A little learning is a dangerous thing,
Stationer Drink deep or taste not of the Pierian spring."

The educational facilities of Fresno, and the well-established reputation of its inhabitants for literary and mental culture, demonstrates that the metropolis of the San Joaquin is alive to the truths of the couplet above quoted, and it is, therefore, a source of no surprise that every genuine effort to provide for the public wants in this respect should meet with great encouragement, and the large business done by Mr. C. H. Riege, the leading bookseller and stationer at 1809 Mariposa Street, from the first year of the establishment of the business in 1890, further demonstrates that he is especially well qualified for his chosen occupation. This establishment

is one of the most attractive in the city, and contains within its walls one of the most complete and well-selected stock of books, both in paper, cloth and leather bindings, popular magazines, commercial and fine stationery, small

musical instruments, school supplies, leather goods and novelties, legal blanks, visiting cards of all styles, and in fact everything to be found in a first-class stationery house. A specialty is made of picture frames, in which a handsome line,

embracing all late styles and varieties, is carried, and also in supplying the schools throughout Central California with school supplies of every description, in which department he offers great inducements in the way of price and quality of goods. Mr. C. H. Riege, the proprietor, is one of our enterprising and most thorough business men, and most popular and estimable citizens. He has been identified with the material interests of Fresno for the past five years, and occupies an enviable position in both business and social circles. An illustration of



INTERIOR OF C. H. RIEGE'S BOOK AND STATIONERY STORE.

the interior of his handsome and spacious store is herewith presented. This was made from a photograph taken especially for this publication, and is a faithful portrayal of its subject. The house has the agency for this work about Fresno.

Druggists and Apothecaries Webster Brothers

The State, we find that the drug business, on account of the extensive variety in the line, is an important factor in our commercial supremacy, and on account of the able manner in which it is represented is one to which we can point with no small degree of pride. In this department of our trade and commerce we accord a leading position to the house of Webster Brothers, corner K and Mariposa Streets, illustrated herewith. This popular house has been established in our city for twelve years, and under the direction of these enterprising proprietors, whose personal attention has done so much in placing it before the trade as one of the leading drug houses on the coast. They carry one of the largest stocks in the city, enjoy a first class trade, extending to the city and surrounding country in a retail way, and to the surrounding counties in a wholesale way. Their large and well-selected stock embraces a full line of pure, fresh drugs and chemicals, proprietary and patent medicines of standard reputation, toilet articles, fine perfumery, druggists' sundries, etc., supplemented by everything usually carried in the drug line. One of the most important features of their business is the

While Fresno enjoys the special distinction of being one of the healthiest cities and counties in

prescription department, which in point of accuracy in compounding is a model of its type. They do quite an extensive business in manufacturing, having a laboratory in connection; many of the preparations put

up by them has gained distinction as efficacious remedies, among which we note Webster Brothers' Sarsaparilla, Corn Salve, Anti-bilious Pills, Dr. Campbell's Headache Tablets, Hamemelli's Pomades, and other popular remedies. The firm is composed of Messrs. J. A. and E. E. Webster, who are competent and expert chemists, and give their personal attention to the business, which insures care and accuracy in all of their compoundings. They are directly identified with the material interests of our city and county; are among our most enterprising and popular citizens. The illustration herewith is a photo-engraving of their handsome and spacious business house, situated on the corner of K and Mariposa Streets, and which is a model of its type from an exterior point of view, while the interior presents a more striking illustration of the magnitude and immensity of the



WEBSTER BROTHERS' DRUG HOUSE.

House. To a casual observer it presents a view of wondrous beauty as a business house. It is here where you come nearest to finding everything to be found in any of the large drug houses in the large cities.



The Half-tone Engravings used in this Souvenir were made by the Sunset Photo and Engraving Company.

Sunset
Photo
and
Engraving
Company

131 POST STREET

San Francisco

Barrett, Hicks Co., Great commercial cities have their founders and builders, and well-established business houses, which have stood loyal

to her cause, baffling the severe storms of commerce that haunt their business career, and to which their people can point with pride. In this direction Fresno is no exception, and we record in our work devoted to Fresno City and County the name of Barrett, Hicks Company, which is our leading firm in the hardware line, and which has grown up hand in hand with Fresno, maintaining such a dignity in the commercial world as reflects credit to her as a commercial city. Eleven years ago, in the infant days of our city, C. W. Barrett, J. D. Hicks and F. W. Fisher, the senior members of the company, established the house here in a small way, and since its inception it has continued to grow in popularity and volume of business, until today it is characterized not only as our leader in this branch of trade, but as one of the largest and most popular hardware houses in the San Joaquin Valley. It was incorporated January 1, 1895, under its present firm style by adding the names of G. E. Evans and G. H. Glassford, the five now constituting the entire stockholders. They employ twenty men, and do an extensive business in a retail way, and in a wholesale way extend North to Mintorn and South to Hanford, reaching East and West to

all surrounding counties. Their main buildings are 45x150 feet, basement 40x60 feet, and warehouse in connection 40x60 feet, all of which are stocked and loaded with goods until it

resembles a mighty warehouse, and an emporium of variety. They carry a large stock of everything in the hardware, plumbers and gasfitters' line, and do an extensive business in the way of contracting and furnishing material for building purposes and furnishing estimates on same. They have furnished the material, iron and cornice work on the principal fine buildings erected in Fresno, and now have the contract to do the cornice and tin work on the new High School building and County Court House. These gentlemen, personally, are experts in the various lines of their trade, and employ nothing but the most skilled mechanics in the various departments, and all work done or turned out by this house is guaranteed up to the standard. The members of this firm are among our leading, enterprising, public-spirited citizens, who have always been found in the lead of all enterprises for the advancement of Fresno City and County, and who are members of the Chamber of Commerce, and are important factors in our commercial supremacy. This house ranks

with the leading houses on the Pacific Coast, every department in their line being well represented. It might be said of them that it is not possible to name an article in their line not in stock.



BARRETT, HICKS COMPANY'S ESTABLISHMENT.

**Mercantile House
of B. T. Scott**

Every great commercial center, every large city and every rich, productive county, have their large commercial institutions and business men, which are recognized as their leaders, and which have stood the severe storms of commerce—loyal to their country's good, and gained distinction for their special advantages and inducements to a public patronage. In this direction Fresno is no exception, and, therefore, we bring to the notice of our many readers the house of B. T. Scott. It being one of the purposes of this publication to inform the great concourse of emigrants, now rushing to this coast, the traveling public and investors, as well as our people in a loyal way, of our inducements to the investment of capital and the establishment of homes and industries, as well as to present the men and business firms who have been instrumental in our upbuilding, and who offer the greatest inducements to a home patronage, and of which our people can consistently boast. Mr. Scott established his home and business in Fresno in 1888, and ever since its inception he has surprised the trade with good goods and low prices, and enjoys a trade of which but few houses on this coast can honestly lay

claim. Running several wagons, employing several men and carrying one of the largest, first-class stock of staples and fancy groceries and provisions to be found in the San Joaquin Valley, he is as well equipped to cater to a first-class trade as any house in the city. He is a natural merchant—applying the policy

of good goods, quick sales and small profits—a conservative business man, is well posted in all branches of trade and commerce, and possessed of much valuable information to tourists, travelers and newcomers, as well as to our people in a local way. Personally he is a pleasant, congenial gentleman, a most obliging and courteous salesman, and stands high in a social and business way. He is one of our enterprising and public-spirited citizens, who is always found in the front ranks, to better the condition of Fresno, and is an important factor in our commercial supremacy. The illustration herewith is a photograph of the interior of Mr. Scott's handsome and spacious store, situated at



INTERIOR OF B. T. SCOTT'S STORE.

the corner of J and Fresno Streets. It is a model of its type, and it is here where you can purchase everything to be found in any of the large grocery houses of our larger cities, and at prices that will surprise the purchaser.



FRESNO CAFE.

The Fresno Cafe This is one of our first-class Restaurants and Oyster Houses, and is one that would do credit to a city much larger than Fresno. It is well appointed in all of its various departments, and prepared to accommodate the most fastidious in taste, and it is where the epicurean can supply himself to the greatest satisfaction. They have special family and ladies' departments; being first-class it is very desirable to their trade. This house handles nothing but the best and first quality of everything; also,

handle only the best Eastern brand of oysters, and get fresh shipments daily direct, which is a guarantee of freshness and purity of same. They have special Banquet Dining Rooms, where they are prepared to furnish banquet and wedding parties in superb style. Occupying the three floors of their handsome and spacious building gives them special facilities for the accommodation of this class of their trade, of which they enjoy a handsome share. The proprietors, Messrs. Lamond & Bielenberg, are well and favorably known to the trade as first-class caterers for a first-class trade. Having been identified with our people for the past ten years they are well and favorably known, and stand high in business circles. Their personal attention to their business largely accounts for their popularity and the prestige of their house.



FORCE EMPLOYED AT MADARY'S MILL.

J. N. Hines' Grocery House

Among the commercial houses of which Fresno can consistently boast, we unhesitatingly bring to the notice of our many readers the house of J. N. Hines, at the corner of Fresno and I Streets, to which we accord a leading position. The photo-engraving herewith is a true representation of the interior, representing a business house, not only prepared to cater to a first-class trade of no small proportions, but one which is enjoying the trade and patronage which it so richly deserves. It is a spacious building, 25x100 feet, stocked with a strictly first-class line of staple and fancy groceries, produce, game, fish, oysters, all kinds of fruit and vegetables, and everything usually carried in the line by a first-class house. This house employs five men in its different departments, running two wagons, delivering all goods to their many customers throughout the city, free of charge. They also enjoy a large trade, extending to the surrounding country. Mr. Hines established his house with us about two years ago, and by his system of selling his goods strictly on their merits at very reasonable, if not exceptionally low prices, has built up a trade and gained distinction for his house, which places him on equal footing with any commercial

institution in our county as a deserving caterer and fair competitor in the line for a strictly first-class trade. Being a large dealer in hay, grain, poultry, and all kinds of farm produce, he has many inducements to offer farmers and producers throughout the county, of whose trade he has a good share. Of Mr.

Hines, personally, we take pleasure in saying that he is a shrewd, wide-awake business man, well posted on general topics, especially in his line, and is recognized as one of the important factors in our commercial supremacy. He is in high social standing, and is well educated, having graduated at the Wesleyan University, of East Tennessee. We find him a genial, pleasant and public-spirited citizen, who contributes to all charitable enterprises, and never fails to tell of the good qualities of his adopted home, "Our Fresno." We bespeak for him a continued success, which he so richly deserves. Those who have not had the pleasure of a visit to this store should not fail to



INTERIOR OF J. N. HINES' GROCERY HOUSE.

take advantage of their first opportunity. It is here where the true spirit of commercial life is fully shown, and where the art of pleasing and gratifying the wish of a large patronage is most fully developed. Mr. Hines' pleasing address and courteous manner has won the admiration of all, hence his success.

The Lumber Industry An Important Resource

In the northeast part of this county are found the largest lumber forests in the State of California, consisting principally of sugar and yellow pine, white and red fir, and the different varieties of cedar. These forests are so extensive that

it is impossible to describe them other than to say that they possess untold millions in lumber, or an almost inexhaustible supply. These trees grow to an immense size, varying in diameter from 3 to 10 feet, and in height from 175 to 225 feet, one tree alone often making 25,000 feet of lumber. These forests being in the mountains it was at first thought impracticable to attempt to utilize their great product, on account of putting the lumber to a rail-

road shipping point. Famous for their industrial accomplishments, in 1891 some of our most enterprising and public-spirited citizens conceived the idea of building a flume or water race from these districts, upon which to float lumber to railroad ship-

ping points, the outcome of which was that on the 31st day of October, 1891, six of these gentlemen incorporated as the Fresno Flume and Irrigation Company, with a capital stock of \$500,000, and with H. D. Colson, President; C. B. Shaver, Vice-President; H. L. Musick, Secretary and First National

Bank Treasurer. They purchased 13,000 acres of the most choice land in these forests and constructed an immense dam, thereby forming an extensive reservoir for impounding the waters from the snow of the mountains (this is the largest dam constructed in the West, being one-third larger than the famous Sweet Water dam of Southern California). They established large sawmills, and constructed a flume, or water race, from this



AT THE FRESNO FLUME AND IRRIGATION COMPANY'S MILLS.

reservoir and mills, a distance of 42 miles to Clovis, where they connect with the railroad, and where they have extensive lumber yards, planing mills, box factories and an electric plant for manufacturing their own electricity by which they run

their machinery and supply their factories with light. It is estimated that there is over 500,000,000 feet of lumber on this Company's land alone, which is only a small per cent of these vast forests. Their flume is supplied with water from the reservoir, which has a shipping capacity from the mills to Clovis of 300,000 feet of lumber daily. These are the largest and best equipped lumber mills in the interior of the State, and with the superiority of these timbers for a high grade of lumber they have gained distinction for the quality of their products, so much so that they have been unable to fill their orders. Their products are shipped to all parts of the San Joaquin Valley, to Southern California, and of their clear or finer grades of lumber, they ship extensively to Texas, Arizona, Colorado and Mexico. This is one of the largest industries in the county, and is composed of our leading influential citizens, employing 350 men, and distributing many thousand dollars annually to Fresno. Directors—H. D. Colson, Pres.; C. B. Shaver, Vice-Pres.; H. L. Musick, Secretary; R. B. Buttler, L. P. Swift.

Fresno City's Water Tower

The engraving herewith of the city water tower, one of the most handsome in the State, and a massive brick structure surmounted by an immense steel tank, 100 feet above the ground, having a capacity of 250,000 gallons, was made from a photograph taken especially for this publication. This system is owned and controlled by some of our most enterprising home citizens, whose names resound with the onward progress of Fresno, and whose interests are directly identified with those of Fresno City and County. They have spared no pains or expense in making it one of the best and most perfect systems on this coast. The following are the Officers and Directors: J. J. Seymore, President; C. H. Coffin, Vice-President; H. D. Colson, Treasurer; Dr. Lewis Leach, J. W. Ferguson, John D. Gray and O. J. Woodward. J. M. Collier, Secretary. Their supply is obtained from eight 8-inch wells, sunk to a



FRESNO CITY'S WATER TOWER.

depth of from 200 to 600 feet, and pipes are laid throughout the city. The system cost \$300,000.

**Confectionery,
1936 Mariposa Street**

In presenting the various popular establishments we have tried to give only those whom we can recommend to our many readers. As one of these we call attention to this flourishing confectionery, under the management of Messrs. K. Elwood and G. F. St. Louis, which was established here on January 1, 1896, by these gentlemen. That they are in the right business in the right place is demonstrated by the fact that they have already established a good wholesale and retail trade, extending through the city and county, and have gained distinction for the purity and superiority of their goods. In connection with their attractive store, which is stocked with all grades of candies, fruits and cigars, they manufacture ice cream, soda water and all of their own candies, which cannot be excelled in purity, freshness and quality. A full line of domestic and imported cigars are carried, embracing all of the popular brands; also, all grades of tobacco, and a great variety of fresh fruits. Ice cream is furnished for dinners, receptions, banquets, etc., at the most reasonable prices and on short notice. In this house Fresno has a valuable acquisition to her commercial supremacy, and one that bids fair to command a goodly share of the patronage in its line and the confidence and esteem of her people. These gentlemen have been in our county twenty years, and come well recommended, and having been in this same line for over twenty years they understand it in all of its various details and are prepared to cope with any house of the kind in the city.

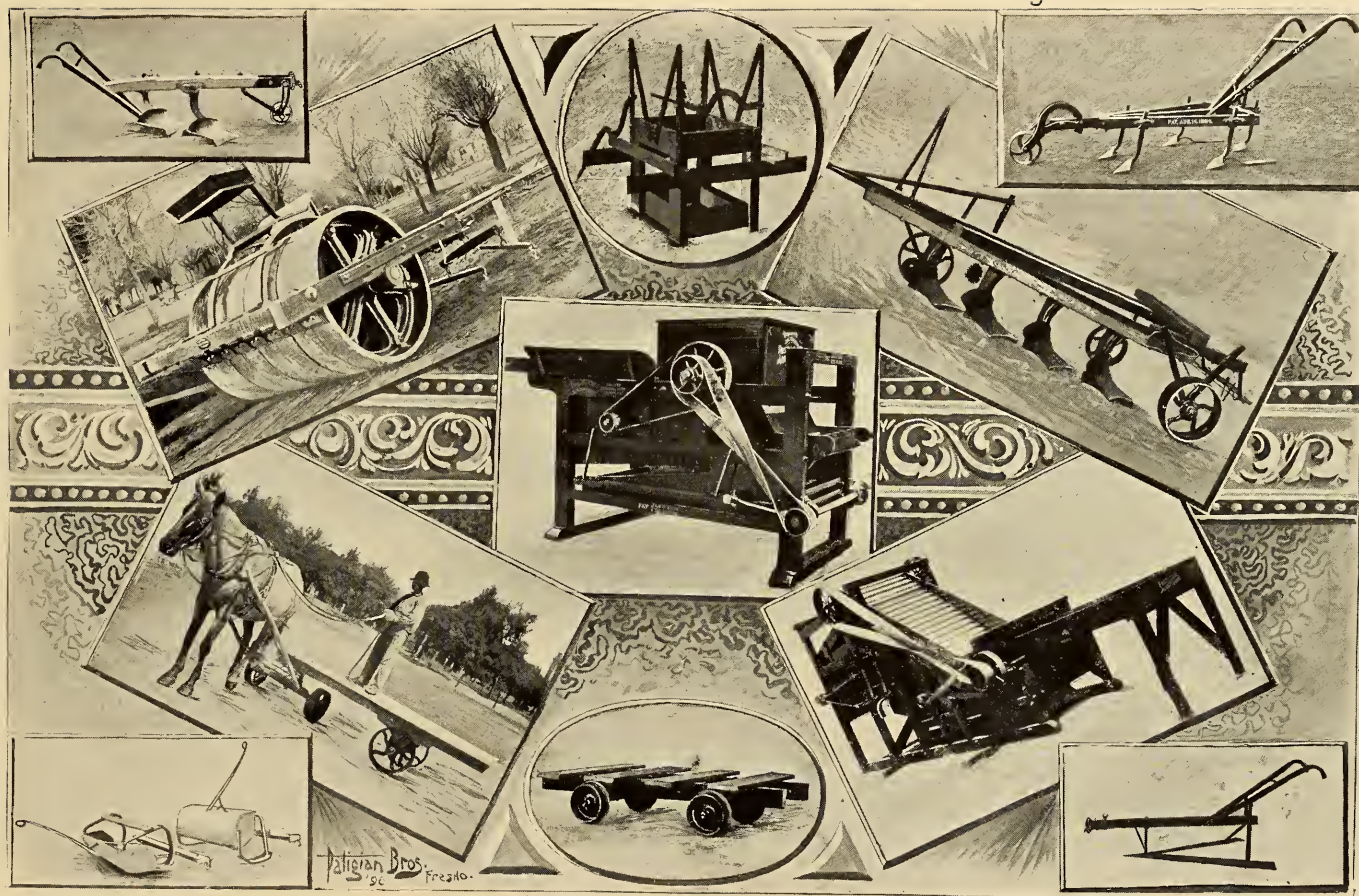


ELWOOD & ST. LOUIS CONFECTIONERY.

**F. A. Foin & Son,
Stoves and Ranges**

In any city the size of Fresno there are in each branch of her trade and commerce houses for certain special reasons to which her citizens can consistently point with that degree of pride which lends them distinction. It is in this connection that we mention the house of F. A. Foin & Son. It has been established in the city four years, and since its inception it has been recognized as one of our best houses in many respects. They are manufacturers and wholesale and retail dealers in copper, iron and tinware, carry a large stock of the highest grades of stoves and ranges, and do all kinds of jobbing and sanitary plumbing, and make a specialty of a fine quality of work in their line, for which they have become specially famous. An important feature is that they are the leading contractors in everything in fine copper work, water and gas fixtures, and carry a stock of everything to be found in a first-class house of this kind. These gentlemen are thorough professionals in their line, who have grown up in the business and understand it in all its various branches, from the largest to the minutest department.

Mr. F. A. Foin, the senior member of the firm, has been identified with his trade for forty-five years, and with our Fresno people for four years, in which time he has established himself in a way that he is recognized as one of our most reliable citizens. C. L. Foin, the junior member of the firm, is recognized as a reliable young business man, a professional of rare ability in his line, and is held in high esteem. No. 210 Fresno Street.



SOME OF THE SPECIAL IMPLMENTS MANUFACTURED BY THE FRESNO AGRICULTURAL WORKS.



COMMERCIAL HOUSE OF H GRAFF & CO.

H. Graff & Company
1817 to 1823 Tulare Street

within its confines many enterprising and progressive merchants, who are skilled in the various arts of trade, and lend all energy to keep in motion the unwieldy wheel of commerce. Among the best known of the merchants are Messrs. H. Graff and N. Johnson, who compose the firm of H. Graff & Co., and who are among our leading grocery and hardware firms. They have been established in our city seven years, run two wagons, and employ seven men, and do an extensive business throughout the city and county, even extending their business to the adjoining counties. The popular methods of doing business adopted by this house, as well as the superior quality of the goods carried by them in their various departments, low prices, and courteous, attentive service have gained for them distinction as among the leaders, and a continual growth in popularity and volume of business, until to-day they hold an enviable position in the estimation of a large patronage. This is one of our most attractive stores, as the illustration on the opposite page shows, and they carry a large and well-selected stock of the freshest and most pure staple and fancy groceries, provisions, hardware, tinware, paints and oils. This house is extensively known throughout the city, county, and adjoining counties, and is

The predominant cause for the success and wonderful growth of Fresno is the fact that it contains

deservedly popular, enjoying the esteem and confidence of an extensive patronage. Personally, the individual members of the firm occupy a leading position in a business and social way, and are among our most popular, enterprising and public-spirited citizens, who are always found in the lead in all enterprises for the promotion and advancement of Fresno City and County.



RESIDENCE OF J. C. HERRINGTON.

The Herrington Home

It being one of the objects of this work to point out those places of enjoyment which are best situated to the entertainment of Tourists and the Traveling Public, as well as our local people, we state that in our fair city of Fresno, on J street, 1457, just four blocks from the heart of the city, is situated this home, which the handsome illustration above so truly represents. It is a lovely place, and occupies a corner location, surrounded by beautiful grounds, and is elegantly finished and furnished in every department with all modern conveniences for comfort and pleasure, with both electricity and gas, and in fact is a model home, having seventeen rooms. It is a most inviting place for those individuals and families wishing to sojourn with us for a week, month, or longer, and not wishing to open a house of their own, for here you can secure handsome quarters, in suite and single, with or without board. Mr. and Mrs. Herrington, the host and hostess, are of our most highly esteemed citizens, who know well the art of entertaining.

Pleasant View House Furnished Rooms

This work being issued for the purpose of furnishing a fund of information for the great traveling and emigrating public as well as for our people in a local way, we know of no better way to serve them than direct them to the Pleasant

View House, illustrated herein. This beautiful home-like place is situated in the heart of the city—as desirable as could be wished—with rooms in suite and single, furnished and fitted with all the latest and modern conveniences for comfort and pleasure, among which are elegant house-keeping rooms in suites, and all things else considered is the most desirable place for families as well as single roomers, ladies and gents, in the city. The house is directly under the charge and proprietorship of our esteemed citizen, Joshua Peckham, assisted by his estimable wife, daughter and son, whose personal attention is a sufficient guarantee and justification to the claims herein.

that it is the most desirable house of the kind in Fresno. This house has 56 well ventilated and airy rooms, which are so situated as to be the coolest and most pleasant in summer, while in winter their exposure to the sun makes them most desirable on account of the warmth. Mr. and Mrs. Peckham, the proprietors, have been in charge of this house for the last six years, and conducted it on a strictly first-class basis, gaining distinc-

tion for it as being one of the leading first-class houses. They are most estimable people and know well the art of making things pleasant and homelike for their many guests. All things considered, we heartily recommend this house to the consideration of those who may sojourn with us.

**Mrs. A. W. Razey,
1919 Mariposa Street**

The millinery business forms an important branch of our commerce, and for the benefit of our many lady readers we call special attention to the above popular house of Mrs. A. W. Razey. This house has been established in our city four years and occupies the leading position, with a stock of all the latest styles and fashions to be found in the largest millinery emporiums on the coast and reflects credit on this branch of our trade and commerce. She employs in her house six ladies of experience and artistic skill whose abilities are unsurpassed in any house in the city. Her house has always maintained



PLEASANT VIEW HOUSE

the dignity of a first-class house, and fully up to the times with the best of everything to be had in the Eastern markets, as she buys principally there in large quantities, getting thereby the lowest wholesale prices, which she in turn gives her customers, by which she has gained the distinction of selling a high class of goods at lower figures than are to be had elsewhere. Her magnificent display of flowers, ribbons, silks and laces, in fact, every-

thing usually carried in a strictly first-class house, is attracting the attention of the ladies, and receiving much comment. The conservative principles, and popular methods adopted, as well as their winning features, in good goods, low prices, and guaranteed satisfaction, makes this the most desirable house which we have to recommend to the trade. Personally, Mrs. Razey is a lady of rare artistic accomplishments, possessing the charming faculty of inspiring one with perfect assurance of confidence, which is so necessary to a successful business career, and stands high in a business and social way.

Patigian Bros. Artists A successful artist is

Nature's Poet Laureate, he literalizes her parables, and worships at the shrine of beauty, and in no land can he find so large a range for the expansion and perfection of his artistic abilities as in this "Our Switzerland-Italy" of America, so replete in diversified and scenic grandeur, and affording such innumerable picturesque sketchable sights of nature, in her wildest and most gentle moods, and which is truly the knightdom of the pencil and brush. The establishment of a first-class artist's studio in Fresno is a very natural consequence, taking the facts into

consideration that she abounds in beautiful scenery, and is surrounded by the snow-capped Sierras, which afford an endless variety of studies and entrancing views with a hazy, dreamy atmosphere which canopies most of them. And we have in the above a studio which reflects much credit to our

city. It was established eighteen month ago, and since its inception has extended its acquaintance and patronage, and gained great importance in our commercial supremacy. Messrs. Horen and Haig Patigian, the components of the firm, are young gentlemen of marked natural talent and ability. They are studious, attentive to their duties, and destined to fill enviable positions in the artistic world. To them is due the credit for the artistic grouping of the full-page engravings, and all artist work contained in this Souvenir. They do all kind of artist's work in Portraits, Painting, Sketches, Grouping for Engraving, Designing and Illustrating, and

make a specialty of Sign Painting. They have been identified with our people for six years, and enjoy the esteem and confidence of all, and there seems to be a wide field awaiting them in higher honors, and greater distinction in their profession, and the publishers bespeak for them a life of renown.



INTERIOR OF PATIGIAN BROTHERS' STUDIO.

The Cowan House. This beautiful engraving, the subject of S. F. Cowan, Prop.

this article, is one to which we wish to call special attention, since the hotel department of our work forms an important feature in the interests of the traveling public, and those who may locate with us. It is situated almost in the heart of the city, though far enough away to avoid the hustle and bustle of busy Fresno, and with its many other advantages most certainly commends itself as deserving the liberal patronage which it surely receives. It bears the distinction of being one of the best hotels for the prices charged in the city. It is deservedly popular not only on account of the superior quality of their table comforts, and other notable conveniences, but on account of the popular and conservative ability of its management, being directly under the management and control of Mr. Cowan and wife, bespeak much in favor of its general prestige and popularity. It

is authoritatively stated that they serve you with the best meal to be had in the city for the popular price of 25 cents per meal, \$1.00 per day, or from \$5.00 to \$6.00 per week, or liberal rates to families by the month. Mr. Cowan, the proprietor, is one of our best known citizens, possessed of that geniality which makes

him one of the most pleasant hotelmen one could wish to meet, having been engaged in the material interests of our county; in the culture of fruit we found him well posted, and able to give us much information valuable to the statistical part of our work. He is deservedly popular, and tourists and traveling men will

certainly find him possessed of much valuable information respecting Fresno County.

The Millinery Emporium, Miss C. McRae

In the above-named fashionable and artistic millinery house, established by the Misses McRae, late of San Francisco, at 1142 J Street, Fresno has a valuable acquisition to her commercial circle. These ladies, seeing the need of a house of this character, decided to open a strictly first-class house in their line, and are prepared to cater to a first-class trade, with a stock of goods equal to, if not superior to any in the city. These ladies having been engaged at the seat of fashion, San



Francisco, where they conducted a very successful business for the past seven years, and where competition is sharp, they are well prepared to meet the demands of Fresno's fashionable ladies. By the opening of this house in our city our ladies will have the same advantages as they would have in the stores of San Francisco.

**McKay & Wilbur,
Livery and Boarding Stable**

well as in a general way, to the tourists and the great traveling public, and, therefore, we feel that we can do no better in filling our mission than to call attention to the special facilities and inducements offered by these gentlemen in their branch of our trade and commerce. This illustration shows their handsome stables, 72x150 feet in dimension. Their superb outfits compare favorably with the public spirit and enterprise of these popular gentlemen who have been identified with our people in this line for the past two years, and whose strict application to business in a conservative and methodical way has won distinction for them as one of the leaders in their line. Their reputation is by no means local, but extends throughout this and adjoining counties, and is synonymous with the onward progress of Fresno. First-class accommodations are provided, and their line of horses, carriages, phaetons, buggies and special turnouts for tourists cannot be excelled in this city. A great feature of these stables is that they are strictly reliable, and guarantee satisfaction in every particular, employing nothing but the most reliable and trustworthy help. Of these gentlemen per-

This work is designed to furnish a fund of information to our people in a local as

sonally, we note with particularity that they are among our business men, who stand well in social and business circles, which commend them to the consideration of the trade. Corner I and Kern Streets.

**George Bros., Merchant Tailors,
1145 J Street**

One of the most encouraging and convincing proofs of the successful and progressive condition of the city, is the presence therein of a large number of active, enterprising and prosperous merchants, who are skilled in the art of various branches of trade. As one of this character we call attention to the above-named firm, who have been with us in this line for the past four years, and have by their exemplary business methods, upright dealings and pleasant agreeable manner developed a patronage, which is a high tribute to their management and reflects much credit to their house. Their long experience coupled



with a practical knowledge of what constitutes symmetry and elegance of design in men's wearing apparel, have given them a proficiency attained by few of their compeers, and the truth of this is fully exemplified in the high character which the garments of this responsible tailoring establishment have attained. All garments made by these gentlemen are perfect in fit. Gents' furnishing goods and hats are also carried in the latest styles.

E. R. Higgins' Photograph Studio

to its cause the most arts. The result is lightning work, perfect results and the annual expenditure by the people of many thousands of dollars for photographic work. Prominent among those who have given careful study to the work and provided the most modern appliances to further this success, with the most satisfactory results, we are pleased to notice the efficient artist who forms the subject of this sketch. He uses the most modern appliances, and all his work is guaranteed. Our readers who visit this studio will see an

No branch of business has been more rapidly and scientifically developed than that of the photographer. It has called skilled inventors and careful students of

arrangements. Twelve years ago the gallery was established, and has since occupied the leading place among the institutions of this nature in Central California, being the finest and best photograph studio between San Francisco and Los Angeles.

All kinds of photographs are taken, embracing the latest styles and finish, while a specialty is made of landscape work and viewing, and of artistic posing and grouping. The most skilled artists are employed, and all work done is of the finest and best quality. The proof of this is attested by the large number of orders being filled. Mr. Higgins is an artist of rare ability, having been identified with this line for thirty-one years. He is well known to the people of this vicinity, and is esteemed as a gen-

tleman of unmistakable ability, keen intelligence and unswerving integrity. He is a member of the One Hundred Thousand Club, and one of our most enterprising citizens. Visit this studio at the S. E. corner of I and Fresno Streets.



VIEWS TAKEN BY E. R. HIGGINS, THE PHOTOGRAPHER.

elegant display of fine work, which this popular artist turns out every day. His pictures are wonderful for their beauty, excellence of finish and the truthfulness to nature, and the studio is a picture within itself, so artistically and tastefully are its

The Hughes House This is the largest and most thoroughly equipped and furnished family and transient rooming house in the city. The photo-engraving herewith represents this handsome and imposing building, which is an ornament to our city as well as an institution of which we are justly proud. It has seventy rooms in suite and single, well furnished and arranged with all convenience to the comforts of the guests, they being in part especially arranged for house-keeping purposes. It is situated in the heart of the city, and most convenient to business, yet quiet and very desirable and home-like. Mr. Fred Dodd, the proprietor, is a gentleman of rare ability, who knows well the art of entertaining his guests and having them enjoy their united happy home. With its desirable location, superior furnishings and its being conducted on a strictly first-class basis, we unhesitatingly recommend it to the traveling public, the tourists and our people in general as the most desirable house in the city. Under its new management, it has undergone a complete renovation, with sample rooms for commercial men added. The house has also, among other modern improvements, telephone connections, etc.



THE HUGHES HOUSE.

**A. W. Johnson's Agency
Real Estate and Loans**

In a city the size of Fresno, offering the inducements she does to investments, no branch of her trade and commerce is of such vast importance as her realty. In addition to presenting it in a very careful and correct way, we feel it our

duty to point out the different firms and individuals who are most reliable and best prepared to give information on the subject, and handle investments for those living at a distance as well as in a local way. In this connection we bring to the notice of our many readers the subject of this article, A. W. Johnson, who has been identified with our people in this line for the past seven years, and who is one of our best posted real estate men. He has much fine property, both in the city and throughout the county, improved and unimproved, listed in the various parts of the country, among which are some rare bargains. Mr. Johnson's policy is to handle real estate on

the basis of its value, and customers may feel safe in his quotations being the bottom figures. He does a nice business in the way of loaning and negotiating loans. Mr. Johnson is a notary public, and well and favorably known as an honest and conscientious business man. His address is 1816 Tulare St.

INDEX.

Anita Vineyard	72
Architecture	40
Atlantic and Pacific R. R. Co.	100
Barrett-Hicks Co.	104
Barton Vineyard	94
Boston Milliner	68
California and Homeseekers	88
Central California	30
Cearly C. T.	70
Citrus Fruits	84
City Schools	46
Churches	42
Climate and Health	36
Cold Storage	78
County Schools	54
Cowan Hotel	116
Dorsey & Parker	81
Educational	46
Eisen Vineyard	82
Elwood & St. Louis	110
Estrella Blanca Vineyard	68
Evinger S.	78
Fishing in Kings River	98
Foin & Son	110
Fresno City	32
Fresno County	50
Fresno Banks	52
Fresno Business College	66
Fresno Bakery	74
Fruit Culture	93
Fresno Flume and Irrigation Company	108
Fresno Cafe	106
Fresno Agricultural Works	111
Gas and Electricity	42
George Brothers	117
Golden Rule Drug Store	76
Grapes	64
Graff H. & Co.	113
Hare's Sanitarium	97
Hansen & Bang	60
Health and Climate	36
Herbert & Brooks	74
Hines J. N.	107
Holland & Holland	96
Home Center	40
Higgins E. R.	118
Herrington J. C.	113
Hughes' House	119
Hughes Hotel	33

Irrigation	55
Johnson A. W.	119
Kutner-Goldstein Co.	76
Kohler & Chase Music House	92
Lands of H. Francis	62
Lake Noville Del Nieve	98
Las Palmas Vineyard	74
Lucas Miss Edith	92
Manufactures	48
Mineral Wealth	56
McVey W. F.	89
Minnewawa	91
Miss C. McRae, Millinery	116
Newspapers	44
Oil Industry	59
Olive	59
Orange	64
Patigian Brothers	115
Postoffice	42
Pleasant View House	114
Poultry	59
Public Library	42
Razey Miss A. W., Millinery	114
Realty	54
Resorts	34
Reige C. H.	101
Roessler F. M.	68
San Francisco Underwear House	78
San Joaquin Electric Company	99
Scott B. T.	105
Soil	51
Societies	44
South & Fenton	54
Sperry Flour Mills	60
Sports	34
St. Augustine's Academy	65
St. George Vineyard	86
Silver Spray Falls	98
Southern Pacific Railroad Company	88
Sunset Photo-engraving Company	103
Tehipite Dome	98
Thompson R. M.	89
Towns of the County	58
Transportation	48
Water Supply	40
Warnekros A. U.	70
Wellman, Peck & Co.	72
Wilbur & McKay's Stable	117
Webster Bros.	102

ILLUSTRATIONS.

Anita Vineyard	73
Citrus Fruit Group	85
Dr. W. J. Baker's Residence	31
Mrs. J. P. Bernitt's Residence	31
Barton Vineyard	95
Banker's Portrait Group	53
Business Men's Portrait Group	57
Dr. J. C. Cooper's Residence	34
Church Group	43
Wm. Davison's Residence	37
Dorsey & Parker	81
W. W. Eden's Residence	41
Estrella Blanca Vineyard	69
S. Evinger's Packing House	79
Eisen Vineyard	83
Fresno Agricultural Works	111
Fresno Business College	66
Fresno Blocks	33
Farmer's Bank	45
H. Francis' Colony Lands	63
First National Bank	39
Jno. N. Hines' Residence	37
High School	54
Kutner-Goldstein Co.	77
Las Palmas Vineyard	75
Minnewawa	91
Mountain Views	35
M. R. Madary's Residence	37
M. R. Madary's Mill	106
M. W. Muller's Residence	41
People's Savings Bank	49
Public Schools	47
Pollasky Residence	31
F. M. Roessler's Residence	69
A. B. Smith's Residence	37
B. T. Scott's Residence	41
San Joaquin Electric Plant	98
St. George Vineyard	87
Sperry Mills	61
W. R. Thomas' Residence	41
Thompson Seedless Grape	64
A. U. Warnekros' Residence	71
I. J. Woodward's Residence	41
Henry Wolter's Residence	37
Water Tower	109
Fresno Marble and Granite Works, Doyle Bros., Proprietors, Corner Fresno and I Streets.	



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